



ROANOKE  
REGIONAL  
CHAMBER OF  
COMMERCE

September 13, 2011

Dear Chamber Member:

Don't miss your chance to join the welcoming committee for new residents and businesses of the Roanoke Region by advertising in the **2012 Valley Life: Discover Virginia's Greater Roanoke Valley relocation guide**. This **print and on-line publication** promises to be the best one yet with new photography, stories, and features on neighborhoods, education, shopping, dining, arts and culture, recreation, healthcare, and much more. Plus, as an advertiser, you'll have an opportunity to have a live link to your website in the on-line edition.

Your message can reach 50,000 decision-makers even before they move to the region. *Valley Life* will be distributed through **visitor information centers** across the region, **economic development offices, colleges and universities such as Virginia Tech**, human resource offices of **major employers**, and by telephone request.

Newcomers spend nine times more in the first year after a move than established residents. New residents and businesses establish their purchasing habits within the first three months at their new address. You can get a head start on reaching these relocating residents and businesses just as they are making important buying decisions and establishing spending loyalties.

On Monday, September 19, advertising sales for the 2012 edition will begin. As a member of the Roanoke Regional Chamber and/or Salem-Roanoke County Chamber, you will have the first opportunity to promote your business. A sales representative from our partner, SouthComm Publishing, will call on you soon to discuss your marketing needs. Please schedule a short meeting with him. To be one of the first to learn about this opportunity or secure a prime location, please complete the form below and fax to 800-488-3101 or contact your SouthComm marketing consultant, Tom O'Sullivan at 888-658-5906.

Take advantage now of this opportunity to lay out your own personal welcome mat for the Roanoke Region.

Sincerely,

Joyce Waugh  
President  
Roanoke Regional Chamber of Commerce

Debbie Kavitz  
Executive Director  
Salem-Roanoke County Chamber

**Don't Delay! Fill out this form and fax this letter to: 1-800-488-3101**

\_\_\_\_\_ *Please call on us first about possible prime position options.*

\_\_\_\_\_ *We would like to hear more. Please call to provide more information.*

Print Firm Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_