

APPLICATION

New Member Renewal

SNBA Membership Level*

District member/\$125
 Marketing Basic/\$210 Marketing Enhanced/\$360
 Premier Basic/\$700 Premier Enhanced/\$1,500

*Membership runs 12 months from date of joining

Payment Schedule

Payment in full
 Four consecutive, monthly payments*
 Twelve equal, monthly payments*

* Monthly payment option can only be utilized when paying dues by charge card or check card. Payments will be automatically scheduled. No additional invoices or receipts will be sent. Your credit statement will be your receipt. The SNBA accepts Mastercard, VISA, American Express and Discover. A \$1.50 transaction fee will be added to cover monthly administrative processing.

Business _____
Business Information (if renewing, please list changes) _____
Address _____
Zip _____
Phone _____
Fax _____
Website _____
Hours _____
Contact _____
Title _____
Email _____
Owner _____
Manager _____

Please contact me. I would like to offer a Member 2 Member Discount to fellow SNBA members

Primary Business Category

Art/Gallery Shopping
 Community Personal Service
 Food/Dining Nightlife/Entertainment
 Business Service Lodging

Business Description for the Short North Guide

Note: business name, address, phone + website will precede your description in the listing. The maximum length of your description (including spaces and punctuation) varies relative to your membership level as listed below:

Basic level membership ~ Up to 70 characters

Enhanced basic ~ Up to 100 characters

Marketing /Premiere ~Up to 130 characters

Method of Payment

Check enclosed (payable to snba)
 Mastercard / VISA / Discover / American Express

Name on card _____
Card number: _____
Expiration Date ___/___/___

Signature _____

Mail completed application and payment to:
SNBA • 1126 1/2-A North High Street, Cols, OH 43201

For more information contact:
Jessica Stopp: 614.299.8050 or jessicas@shortnorth.org

DID YOU KNOW...

ShortNorth.org not only features your business profile, but also offers options for you to promote weekly specials, announce Happy Hours, post job opportunities, list upcoming dates in the calendar of events, and feature photos of your business, product or service!

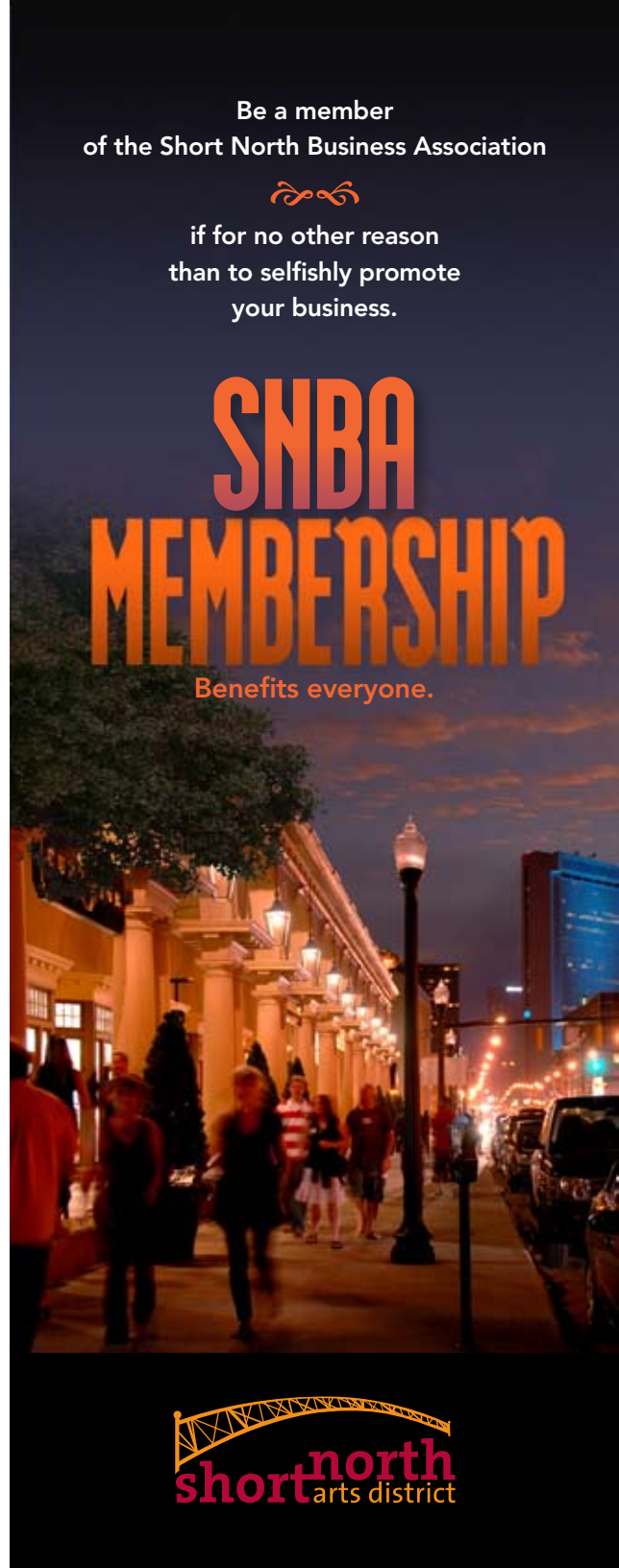
Be a member
of the Short North Business Association



if for no other reason
than to selfishly promote
your business.

SNBA MEMBERSHIP

Benefits everyone.



SHORT NORTH

MEMBERSHIP OPTIONS

Take a step up from the Non-Profit Business Membership to be more active & make the Short North a better place.

Non-Profit Business Membership

Business Connections and Support

- Membership information kit
- Member 2 Member News email forum
- Market research results
- SNBA Committee and Adhoc Meeting Reports at Member meetings
- Semi-Annual Category-Specific Summits Retail/Personal Service • Galleries • Restaurants/Pubs • Safety • Development Professional Services
- Monthly membership meeting/networking forums
- Admission to the annual meeting
- Convention schedule updates
- **Member 2 Member** Discounts program
- Access to special member-only educational forums
- Member Mixers
- Access to partner on SNBA committees

District Safety

- Be On The Look Out (B.O.L.O) safety alerts
- Monthly crime stat reports issued by the Columbus Police

First-Time Members

- Welcome announcement in "Member 2 Member News"
- Welcome announcement in *Fans of the Short North* Newsletter

District Member Annual Dues:
\$125

Marketing Membership

Everything in the District Membership, **PLUS:**

Short North Promotional Tools

Short North Arts District Guide

- Directory listing (characters) 70 100

On the ShortNorth.org website:

- Business profile on shortnorth.org 250 500
- Business description (characters) 60 120
- Keyword search (characters) No 1
- Business photos No Yes
- Active link to your website No Yes
- Merchants' special offers No Yes
- Job listings No Yes
- Happy Hour listings No Yes
- Merchant Story (on directory page) No Yes
- Art exhibit description (characters) 250 500

Inclusion in:

- Your voice on ShortNorthBlog.com Yes Yes
- *Fans of the Short North* Newsletter Yes Yes
- Hot Items (product profiles) No Yes
- Tourism and group travel initiatives Yes Yes
- Register-to-win promotions via Gallery Hop, shortnorth.org and *Fans of the Short North* Newsletter Yes Yes

Marketing Membership Annual Dues:
\$210 \$360

Make a difference with a Premier Membership.

Premier Membership

Everything in Marketing Membership, everything in the District Membership, **PLUS:**

Short North Promotional Tools

Short North Arts District Guide

- Directory listing (characters) 130 130
- Discount on display ads 5% 10%
- Location of choice for display ads No Yes
- Map-Page ad (valued at \$250) No Yes
- Business listing in 2 directory categories No Yes

ShortNorth.org Profile

- Business description (characters) 500 1000
- Keyword search (characters) 250 500
- Business Photos 2 3
- Featured Story (on home page) Yes Yes

Advertising and Promotions

- Ad in *Fans* Newsletter (times/year) 2 4
- Display ad on selected pages (months/year) 1 2
- Mentions in press releases No Yes
- Your voice on ShortNorthBlog.com Yes Yes
- Members discount with our Media Partners Yes Yes

Additional Benefits

- Event ticket discount (up to 4) Yes Yes
- Sponsorship Recognition No Yes
- Premier Member Reception (times/year) Yes Yes

Premier Membership Annual Dues:
\$700 \$1500

Premier Members



"Our Premier membership has given us tremendous exposure through the press, web and editorial from the SNBA."

Carmen Owens
Surly Girl



"We've had a definite positive impact as a result of high-profile editorial exposure we revived through the SNBA."

Sharon O'Brien
Granview Mercantile and ReVue

Marketing Membership



"The Marketing Basic + level allows us to cross link our website to the SNBA site, which results in more traffic to our website."

Sevell
Sevell + Sevell, Inc.



"For a relatively small contribution there is an entire staff of talented individuals who bring publicity & opportunity to the neighborhood"

Collin Castore
Owner ~ Bodega