



# PTMC Membership Invitation

BE A VOICE FOR TEXAS TOURISM—

JOIN THE  
PANHANDLE TOURISM MARKETING COUNCIL

At the Ambassador Hotel • 3100 W I-40 • Suite 101 • Amarillo TX 79102 • [info@texasptmc.org](mailto:info@texasptmc.org)



[www.texasptmc.org](http://www.texasptmc.org)

## WHAT IS PTMC?

The Panhandle Tourism Marketing Council (PTMC) was started in the early 1990s to promote tourism in the Texas Panhandle. The region covered consists of the top twenty-six counties of the state going from the north-east corner of New Mexico all the way east, south of the entire Oklahoma panhandle. PTMC continually works with museums, Chambers, counties, cities and both state organizations and local businesses to form strong alliances to promote this region. There's a lot to see and do here and it is our job to help spread the word.

## HOW WILL I BENEFIT?

➔ **PUBLICITY**—Free space in the brochure rack at Panhandle Information Center, located inside the Ambassador Hotel in Amarillo on I-40 • Distribution of brochures and information at the Outdoor Show and Business Connection through the PTMC Booth. • Ads on the PTMC Website: First Class & Coach memberships includes ad space; Economy level members pay monthly according to size. • Listing in the Texas Panhandle Visitors Guide (published annually) • Links on the PTMC Website • Ads in other PTMC-sponsored publications

The PTMC website, [www.texasptmc.org](http://www.texasptmc.org), was created and is maintained by PTMC. It received 4,456 hits and 12,890 pageviews in its first nine months. Search for terms related to Texas Panhandle tourism and you'll see our site, [www.texasptmc.org](http://www.texasptmc.org), consistently ranking at, or near, the top of the page. Membership includes a listing and link to your site, inclusion in the calendar, events, activities, and regional business pages. Additionally, our tiered membership options give you opportunities for cost-effective advertising on the site. (See page 3 for ad rates and specifications.)

➔ **NETWORKING**—New Contacts • Being a Board or Committee Member • Opportunities to network and promote your businesses during membership meetings.

➔ **LEARNING OPPORTUNITIES**—Information sharing at meetings give members the opportunity to learn about activities, events and attractions across the Panhandle that you can share with travelers to the area. • Opportunities to share with others about your business or community. • Access to educational programs to help you further develop tourism for your business or community.

➔ **ADVOCACY**—Membership allows businesses to have a voice in matters that affect the tourism industry in the Texas Panhandle. • Members have the opportunity to vote on projects and to choose the Board of Directors for PTMC.

## MEMBERSHIP PROVIDES AN EXCHANGE OF VALUES

PTMC provides services and opportunities to its members, and the members provide the financial means for PTMC to work in their interest. All members are asked to serve on the Board of Directors, Committees, and/or Task Forces for the organization each year to help us build a stronger organization. Members drive the agenda for the year, and propose a range of projects. Working as a team, we're able to effectively promote our many events, communities, and organizations.

## HOW DO I JOIN PTMC?

PTMC dues are paid annually in February and should be considered ordinary business expense. General membership meetings are held the first Friday of the month six times a year. An email reminder (Evite) is sent out prior to each meeting, so please keep your contact information current. Return your completed form on page 2 with your membership investment here:

*Please remit membership investment to the PTMC Treasurer: Kristine Olsen, P.O. Box 967, Dalhart, TX 79022*

Membership for PTMC 2009 • PTMC is a non-profit organization. Your membership may be tax deductible.

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# PTMC Membership Form 2009

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## MEMBERSHIP RATES for 2009

### ECONOMY FARE: \$50

- Up to five lines of information on the Members page of the website
- Inclusion on the website: Activities, photos, Business, and Events pages.
- Opportunity to participate in all PTMC events.
- Member rates for web ads

### COACH FARE: \$150

- Up to five lines of information on the Members page of the website
- Inclusion on the website: Activities, photos, Business, and Events pages.
- Opportunity to participate in all PTMC events.
- A free rectangular ad for 2009; member rate on additional ads.

### FIRST CLASS FARE: \$250

- Up to five lines of information on the Members page of the website
- Inclusion on the website: Activities, photos, Business, and Events pages.
- Opportunity to participate in all PTMC events.
- A free skyscraper ad for 2009; member rate on additional ads

## INVOICE: PTMC MEMBERSHIP & REGISTRATION FORM FOR 2009

Date \_\_\_\_\_

Business/Organization Name \_\_\_\_\_

Business/Organization Description \_\_\_\_\_

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

Street Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

What would you like to see PTMC work on in 2009? \_\_\_\_\_

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# PTMC Web Ad Guidelines and Order Form

At the Ambassador Hotel • 3100 W I-40 • Suite 101 • Amarillo TX 79102 • [info@texasptmc.org](mailto:info@texasptmc.org)



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**Submit your completed form with your ad payment payable to PTMC.  
Send payment to PTMC Treasurer: Kristine Olsen, P.O. Box 967, Dalhart, TX 79022**

Ad Sizes	Ad Prices (Member cost. Non-members add \$50, which includes basic membership.)
Wide rectangle: 300 pixels x 250 pixels (w x h)	\$15/month. Order for 1,3,6,9,12 months @ \$15/month (\$15, \$45, \$90, \$135, \$180)
Narrow rectangle: 177 pixels x 250 pixels (w x h)	\$15/month. Order for 1,3,6,9,12 months @ \$15/month (\$15, \$45, \$90, \$135, \$180)
Skyscraper: 160 pixels x 600 pixels (w x h)	\$25/month. Order for 1,3,6,9,12 months @ \$25/month (\$25, \$75, \$150, \$225, \$300)

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Number of ads/sizes wanted: \_\_\_\_\_

Total enclosed: \_\_\_\_\_

- See Membership Form for benefits of membership regarding ad prices at the different tiers.
- Submit your completed form with your payment to the PTMC Treasurer: Kristine Olsen, P.O. Box 967, Dalhart, TX 79022
- **Send web-ready ad to [info@texasptmc.org](mailto:info@texasptmc.org).** Thank you for your continued support of PTMC.

**Where does one get ads?** You'll need to find someone to create your ad and submit it web-ready. Submit web-ready ads to [info@PTMC.org](mailto:info@PTMC.org)



Ad design services are available from Tomato Graphics. 806.367.8086 [design@tomatographics.com](mailto:design@tomatographics.com).

**Create ads for web use at a resolution of 72 dpi, in RGB color mode. Use the exact dimensions listed above. Tally the costs per size and # of months you want each to run as listed above. Submit full payment to the address above. ADS MUST BE SUBMITTED WEB-READY.**