

What is ... THE MERCHANTVILLE DIRECTORY 2007?

...an attractive and efficient marketing tool sponsored by The Merchantville Business and Professional Association for all businesses, restaurants and professionals in cooperation with the Merchantville Events Committee and the Borough of Merchantville.

10,000 copies of this full color-cover directory will be available at Merchantville shops, restaurants, and offices as well as distributed to our out-of-town visitors at all major downtown events. This original publication will be the cornerstone of our new marketing plan to highlight Merchantville as "a local and regional business and shopping destination."

All businesses and restaurants, including; services and professionals will be listed in this directory. Print ads are available for purchase. With each purchased ad you also receive a spot on the centerfold walking map, as well as an appropriate category listing which includes your address and phone number.

We encourage you to participate by choosing to purchase a print ad at one of the reasonable rates listed below. We hope you agree that this new marketing endeavor of an exclusive *Merchantville Directory* is a wise use of your advertising dollars.

| <u>Size</u> | <u>Price</u> |
|-------------|--------------|
| 1/3 Page | \$185.00 |
| 1/2 Page | \$260.00 |
| Full Page | \$395.00 |

PREMIUM ADVERTISING

These are limited opportunities available on a first come basis, which offer maximum visibility in the Directory.

| <u>Full Color Page</u> | | <u>Premium Black & White Page</u> | |
|------------------------|-----------|---------------------------------------|----------|
| Inside Front Cover | \$1200.00 | Page 2 | \$850.00 |
| Inside Back Cover | \$1200.00 | | |
| Back Cover | \$1500.00 | | |

COUNT ME IN

Name of Business: _____ Contact Person: _____

Phone: _____ Fax: _____ Email: _____

Ad Size _____ *Amount Enclosed \$ _____

**A 50% deposit is required when ads are placed. Please make checks payable to: HBS and mail to: HBS, P.O. Box 2172, Haddonfield, NJ 08033. Final payment is due with approval of your ad proof or the ad cannot be included in the Directory.*

Questions: Call Janet Hutchinson at 856-857-1230 or 856-266-7284

