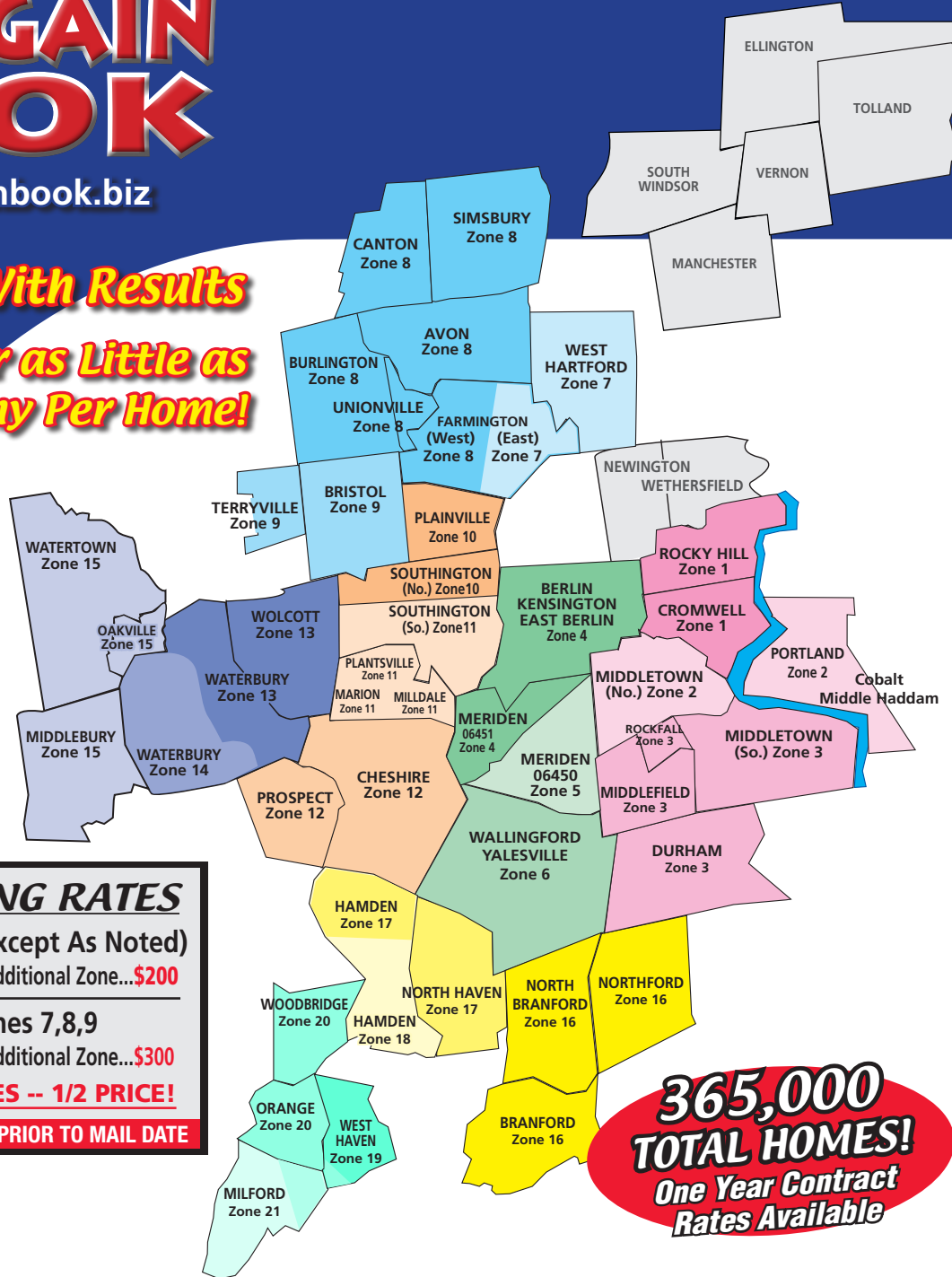


# BARGAIN BOOK

www.bargainbook.biz

**Advertising With Results**

**...for as Little as a Penny Per Home!**



## MAILING ZONES 2010 MAIL DATES

ZONE	AREA COVERED	HOMES	MAIL DATES
1	Rocky Hill, Cromwell	13,500	February 19 April 16
2	Middletown(North), Portland, Cobalt, Middle Haddam	14,000	June 18 August 20 October 15 December 3
3	Middletown (South), Middlefield, Rockfall, Durham	13,500	February 19 April 16 June 18 August 20 October 15 December 3
4	Berlin, East Berlin, Kensington, Meriden 06451	16,000	February 19 April 16 June 18 August 20 October 15 December 3
5	Meriden 06450	14,000	January 29 April 2 June 4 August 6 September 24 November 19
6	Wallingford, Yalesville	17,500	January 29 April 2 June 4 August 6 September 24 November 19
7	West Hartford, Farmington (East)	30,000	January 29 April 2 June 4 August 6 September 24 November 19
8	Farmington (West), Unionville, Avon, Canton, Simsbury, Burlington	30,000	January 29 April 2 June 4 August 6 September 24 November 19
9	Bristol, Terryville	30,000	January 29 April 2 June 4 August 6 September 24 November 19
10	Plainville, Southington (North)	13,000	February 5 April 9 June 11 August 6 October 1 November 26
11	Southington (South), Marion, Milldale, Plantsville	13,000	February 5 April 9 June 11 August 6 October 1 November 26
12	Cheshire, Prospect	13,500	February 5 April 9 June 11 August 6 October 1 November 26
13	Wolcott, Waterbury 06705 06704 East	13,750	February 5 April 9 June 11 August 6 October 1 November 26
14	Waterbury 06704 West, 06706, 06708, 06710	13,750	February 5 April 9 June 11 August 6 October 1 November 26
15	Oakville, Watertown, Middlebury	13,750	February 5 April 9 June 11 August 6 October 1 November 26
16	Branford, North Branford, Northford	18,000	March 26 May 28 August 13 October 8 December 10
17	North Haven, Hamden 06518	17,000	March 26 May 28 August 13 October 8 December 10
18	Hamden 06514, Hamden 06517	18,000	March 26 May 28 August 13 October 8 December 10
19	West Haven	18,000	March 26 May 28 August 13 October 8 December 10
20	Orange, Woodbridge, West Haven (Baybrook), Milford (Woodmont)	18,000	March 26 May 28 August 13 October 8 December 10
21	Milford	17,000	March 26 May 28 August 13 October 8 December 10

### ADVERTISING RATES

1 Page All Zones (Except As Noted)  
First Zone...\$300 • Each Additional Zone...\$200

1 Page • Zones 7,8,9  
First Zone...\$500 • Each Additional Zone...\$300

**ADDITIONAL PAGES -- 1/2 PRICE!**

**COPY DEADLINE 28 DAYS PRIOR TO MAIL DATE**

**365,000  
TOTAL HOMES!**  
One Year Contract Rates Available

*A Direct Mail Coupon Book Bringing More Local Businesses to More Homes for Over 25 Years!*

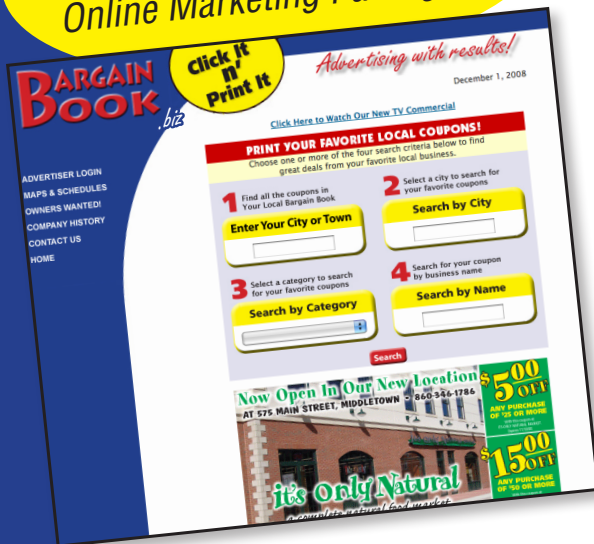
Mailing Schedules To Gray Areas Available Upon Request

# BARGAIN BOOK.biz

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Plus Ask About Our Expanded  
Online Marketing Packages...



Every Advertiser Is  
Listed On Our Web Site  
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Look What You Can Get...

- Free Business Listing
- Printable Online Coupons
- Link to Your Website
- Your Restaurant Menu
- Your Own Customizable Web Space

## Why is Bargain Book So Effective? Because People Love Saving Money!

- ✓ Generate New Business & Keep Your Regular Customers Coming Back
- ✓ Coupons and Offers Create Measurable Results
- ✓ Individually Mailed To EVERY Home in Your Selected Marketing Areas
- ✓ Full Color Advertising With One Ad Per Page
- ✓ Customers Hold On To Bargain Book, Because Of Its Convenient Size & Shape, and Because It's Filled With The Local Merchants They Use, Giving You 60 Days Of Advertising Results.

Over 90% Of Our Clients Repeat Advertising With Us!

## FREE ADVERTISING!

That's right! We're so confident in the results you'll get, that we're willing to give you a **FREE AD** in one of our zones. Just buy an ad in any two of our Zones and get a **3RD ZONE FREE**.

*Valid for first time advertisers only.*

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