

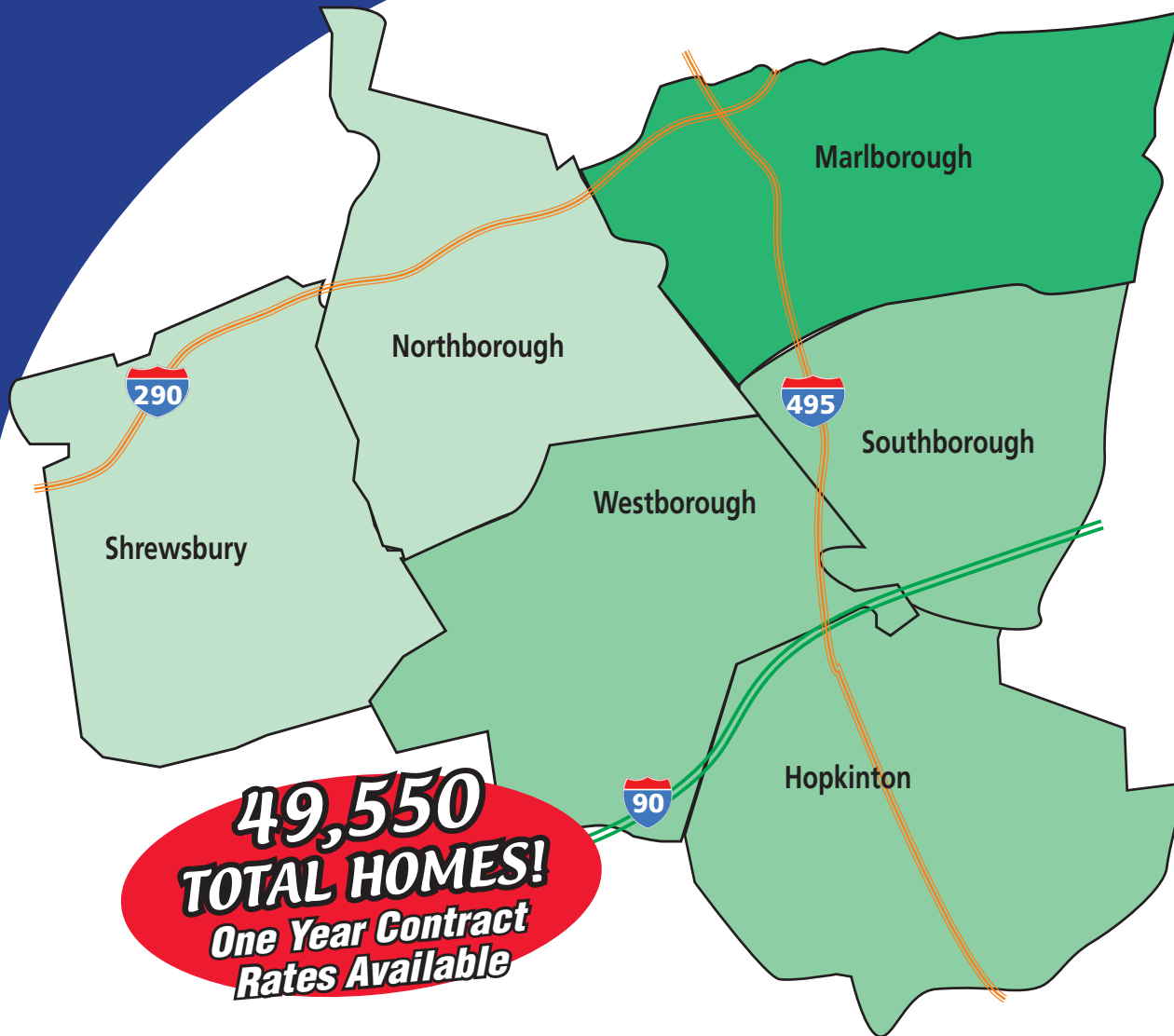
BARGAIN BOOK

www.bargainbook.biz

Advertising With Results

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

MAILING ZONES 2010 MAIL DATES



**49,550
TOTAL HOMES!**
*One Year Contract
Rates Available*

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

ZONE	AREA COVERED	HOMES
MA1	Shrewsbury Select	10,500
	Northborough	6,100
	Total Homes	16,600
MA2	Westborough	7,500
	Southborough	3,400
	Hopkinton	5,300
	Total Homes	16,200
MA3	Marlborough 01752	16,750
	Total Homes	16,750

ALL 3 ZONES = 49,550 HOMES

2010 MAIL DATES

February 1, April 1, June 1,
August 15, October 1, December 1

ADVERTISING RATES

Zone 1...\$275 Zones 1 & 2...\$400
 Zone 2...\$300 Zones 1 & 3...\$375
 Zone 3...\$250 Zones 2 & 3...\$375

ALL 3 ZONES...\$495

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

Your Company Is Now Online

www.BargainBook.biz



WEBSITE FEATURES AVAILABLE

Printable Online Coupon	\$10/Mailing
Web Link to Your Site	\$10/Mailing
Logo with Listing	\$10/Mailing
Banner Ad	\$10/Mailing
Menu/Info Pages	\$10/Mailing

POWER THROUGH THE RECESSION

Don't Cut Back on Advertising! Coupon Use Increases During Economic Slow Downs!

A recent article in the Wall Street Journal entitled "In a Pinch, Snip.", states that coupon use rises as the economy in any given area slides. 54% of shoppers surveyed said they already stepped up use of coupons.

In 1985, a study by McGraw-Hill research showed sales for businesses that maintained or increased their ad spending in the 1983 Recession had risen 256% over those that cut back on advertising.

Likewise in 2001 – another study found that aggressive recession advertisers increased market share 2 ½ times the average for all businesses in the post-recession

Statistics from a paper called Innovating through a Recession by Professor Andrew J. Razeghi at the Kellogg School of Management at Northwestern University

THE MOST COST EFFECTIVE ADVERTISING

You Will Ever Do!

- Individually Mailed to Every Home in the Marketing Area of Your Choice
- Full Color Advertising Direct Mailed for As Little As A Penny Per Home
- Builds Sales & Repeat Business
- Attracts New Customers That Have Been Shopping at Your Competitor
- Coupons Attract New Residents When They Are Actively in the Market For Your Product Or Service
- Advertising Age (The Bible Of The Advertising Industry) Reports 87% of All Shoppers Use Coupons
- Coupons Will Expand Your Market Area. Consumers Will Travel Far to Redeem a Valuable Coupon
- No Wasted Circulation
- Measurable Results
- 60 Days of Advertising Results

BARGAIN BOOK

Advertising With Results!



Find Out More...

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