

BARGAIN BOOK

A Direct Mail Coupon Book

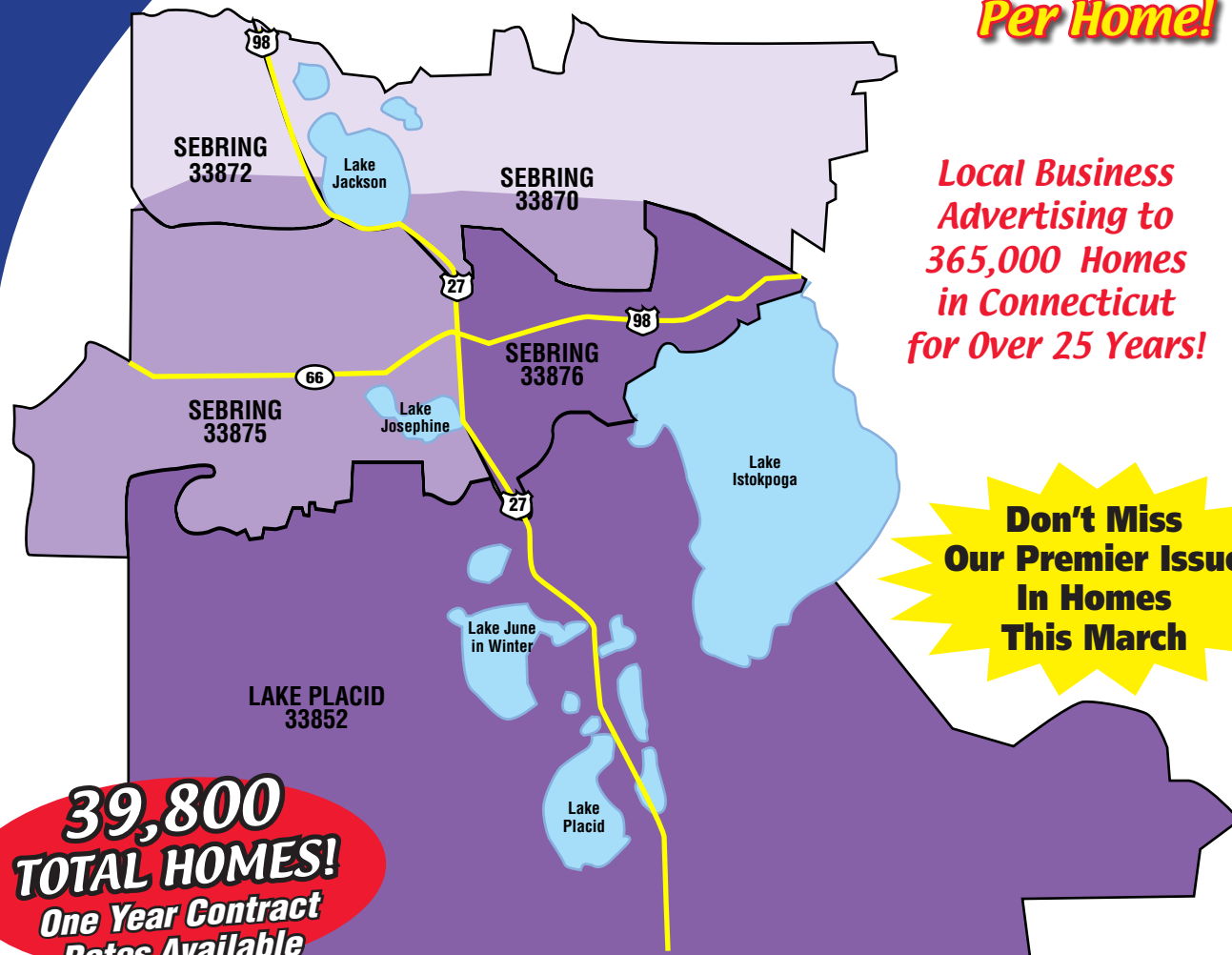
Coming to
Sebring & Lake Placid

Advertising With Results

...for As Little As
A Penny and a Half
Per Home!

Local Business
Advertising to
365,000 Homes
in Connecticut
for Over 25 Years!

Don't Miss
Our Premier Issue
In Homes
This March



**39,800
TOTAL HOMES!**
One Year Contract
Rates Available

MAILING ZONES 2009 MAIL DATES

ZONE	AREA COVERED	HOMES
1	Lake Placid 03852	10,700
	Sebring 33876	2,700
	Total Homes	13,400
2	Sebring 33875	6,000
	Sebring 33870 South of RR Station	5,000
	Sebring 33872 South of Flare Rd.	2,400
	Total Homes	13,400
3	Sebring 33870 North of RR Station	5,900
	Sebring 33872 North of Flare Rd.	7,100
	Total Homes	13,000

ALL 3 ZONES = 39,800 HOMES

2009 MAIL DATES

March 27, May 22, July 17,
September 11, November 13

ADVERTISING RATES

1 Page, 1 Zone

First Zone...\$350 • Each Additional Zone...\$250

ADDITIONAL PAGES -- 1/2 PRICE!

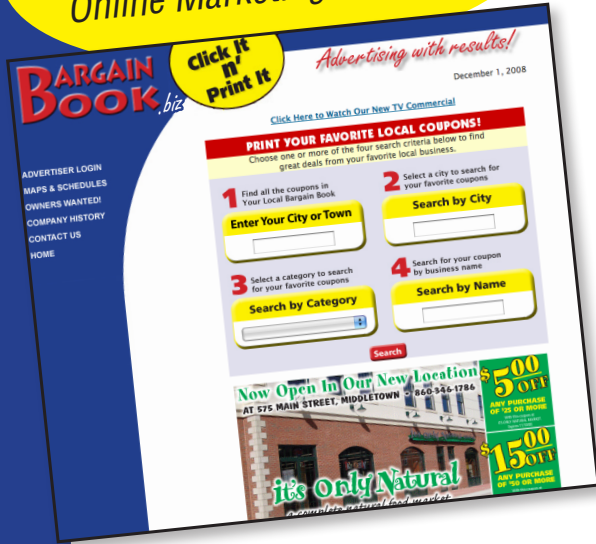
COPY DEADLINE 28 DAYS PRIOR TO MAIL DATE

BARGAIN BOOK

THE MOST COST EFFECTIVE ADVERTISING YOU CAN DO

CHECK OUT OUR WEBSITE AT
BargainBook.biz

PRINTABLE ONLINE COUPONS
Plus Ask About Our Expanded
Online Marketing Packages...



Why is BargainBook.biz so effective?

Look What You Can Get...

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

**Why are coupons so effective?
Because people love saving money!**

Generate New Business • Affordable Marketing
• Targeted, Trackable, Measurable Results

Why is Bargain Book so effective?

- Individually Mailed to Every Home to your Marketing Area
- Full Color Direct Mail Advertising for as Little as a Penny and a Half Per Home
- No Wasted Circulation • 60 Days of Advertising Results
- Builds Sales & Repeat Business
- Over 90% of Our Clients Repeat Advertising



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.

POWER THROUGH THE RECESSION

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

McGraw-Hill Research study of over 600 Businesses found that:

1981-1982 – business that maintained or increased their ad spending during this time averaged higher sales growth during the recession and in the following 3 years!

By 1985 – sales of the businesses that maintained or increased their ad spending during that recession had risen 256% over those that had 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

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