



Town of North Reading
Massachusetts

Parks & Recreation Department

February 26, 2009

Dear Business Owner:

The North Reading Parks and Recreation Department is offering advertising space in our seasonal program brochure!

The North Reading Parks and Recreation Department produces and distributes three yearly brochures in September, January and April. Each edition is mailed to over 4,500 North Reading residents. In addition, copies are distributed to the library and businesses throughout North Reading. In the end, over 5,000 copies are distributed to people in and around North Reading. Your ad would also reach customers through our website. Last year, our Spring/Summer brochure received over 22,000 web hits in just two months! This unique advertising space provides our local businesses with a direct and effective way to reach the community while supporting the North Reading Recreation Department.

We at the Recreation Department aim to create quality opportunities for every member of our community to explore healthy and exciting ways to make the most of their leisure time. Now you can share in our success as we continue to strive toward these goals. Your tax-deductible payment enables us to operate our programs and services without community tax support.

Advertise with us and gain longevity!! Our brochure is a valuable resource to the community, offering such programs as our toddler programs where children and their parents socialize and play together, pee wee classes for aspiring young athletes, cooks and creative souls. Special programs for the older kids range from science and babysitting to crafting and fencing! The adult community enjoys the brochure with our annual trips, fitness programs and craft nights. Our brochure is full of community information from the Parks and Recreation Department, the library, youth services, Martins Pond Association and MUCH more!. Visit our website, www.northreadingma.gov to view our entire brochure online. Your ad will receive maximum exposure and reach a variety of markets. With several ad size options to choose from, your business will get the attention it deserves.

Let us deliver your business or service into the homes and hands of over 5,000 potential customers! Please keep in mind that the number of advertisements we print is limited. Call or contact Parks and Recreation at 978-664-6016 no later than March 13, 2009 to reserve space in our upcoming Spring/Summer brochure. This brochure is our largest seasonal brochure!

Sincerely,

Lynne Clemens
Recreation Director



Town of North Reading
Massachusetts

Parks & Recreation Department

Contact and Payment Information

Name: _____

Phone: _____

Business Name: _____

Fax: _____

Email: _____

We accept payment via check, money order or credit card.

() Visa () Mastercard Card # _____ Exp. Date: _____

Total: \$ _____ Signature: _____

Ads are printed in an 11" x 17" newspaper format.

Circle appropriate size and # of brochures. Prices below reflect per brochure pricing.

	<u>Inside/Back One Brochure</u>	<u>Inside/Back Two Brochures</u>	<u>Inside/Back Three Brochures</u>
1 Column x 2"	\$50	\$45	\$40
1 Column x 3"	\$75	\$67	\$60
1 Column x 4"	\$100	\$90	\$81
2 Column x 7"	\$200	\$180	\$162

- Prices good through December 31, 2009.

Please note that putting your ad in a JPEG format helps us get your ad in exactly as submitted. Please do not build your ad with Microsoft Word as that will make the ad very grainy in the final product. If you are sending it in PDF, please be sure that all fonts are embedded. Hard copies will be scanned and may lose some of its original sharpness.

North Reading Parks & Recreation
Seasonal Brochure Advertising Sizes

1 COLUMN x 2" AD

(3 ½ x 2")

1 COLUMN x 3" AD

(3 ½ x 3")

1 COLUMN x 4" AD

(3 ½ x 4")

SEE BACK SIDE FOR ADDITIONAL SIZE OPTIONS.

North Reading Parks & Recreation
Seasonal Brochure Advertising Sizes

2 COLUMN x 7" AD

(7" x 7")