

WILLOW RIDGE COMMUNITY DIRECTORY FOR THE YEAR 2008

It is time for the Willow Ridge Community Directory again and you are invited to place an advertisement in the 2008 edition. Our directory will carry your advertising message into the homes of the community you serve in a handy 5 1/2 x 8 1/2 booklet that is kept, read, and used for a full year by our Willow Ridge residents.

The directory (published in February of each year) lists the names, addresses and telephone numbers of more than 1,200 families who live in the Willow Ridge area. Residents rely on it to contact neighbors and committees and to locate local goods and services. The directory is especially useful to those who are just moving into the area.

Prices are based on "camera-ready" copy (clear, black and white copies of a previous ad or one from another publication the same size as the one you wish to place in our directory. Typesetting will be extra. Minor changes are free. You may obtain quotes or help in setting up your ad by calling the Directory Chairperson. Full page ads are \$150.00, half pages are \$85.00, and quarter pages are \$55.00.

We will continue our policy of 10% discount for prepayment of an ad received by November 15, 2007. Ads will be placed in the directory in the order of receipt from front to back.

Many advertisers find our coupons to be helpful in generating business. We offer a coupon free of charge with any half or full page ad. (Quarter page advertisers can place a coupon in the directory for a \$4.00 fee). By offering a discount or special price for your goods or services, you draw attention to your advertisement. Coupons appear in a special tear-out section while your paid advertisement remains in the directory throughout the year.

If anyone is interested in placing an ad in our Willow Ridge Directory for the year 2008, please complete the following contract and drop it off to me along with your ad at 80 Sweetwood Drive North. I will be accepting ads until December 31, 2007. Thank you.

Jane Sieman, Directory Editor, 691-0913

ADVERTISING REQUEST FOR WILLOW RIDGE COMMUNITY DIRECTORY YEAR 2008

Name of Company _____

Point of Contact & Phone _____

Address _____

Email Address _____

We would like to purchase the following:

Inside front cover (first choice to last advertiser) \$200.00 _____

Inside back cover (first choice to last advertiser) \$200.00 _____

Back cover (first choice to last advertiser) \$250.00 _____

Full Page (V-7.5" X H-4.5") \$150.00 _____

1/2 Page (V-3.7" X H-4.5") \$ 85.00 _____

1/4 Page (V-3.7" X H-1.5") or (V-1.75" X H-4.5") \$ 55.00 _____

Discount: Paid in Advance by November 15, 2007 -10% _____

Total Enclosed \$ _____

Coupon (text below) Please note: coupons are free with 1/2 or full page ad; \$4.00 with 1/4 page ad.

COUPON TEXT: _____

**DEADLINE DECEMBER 31, 2007—ALL PAYMENTS
DUE BY DECEMBER 31, 2007**

**Make checks payable to Willow
Ridge Civic Association and
mail to:
Ed Goetz
87 Grasspointe
Amherst, NY 14228**