

July 8, 2010

Dear Newton Business:

The most unique directory of valuable information about Newton is once again about to be published this Fall in a new and improved edition.

*Newton Community Life –
The Guide to Finding Your Way Around Newton –*

Is the biennial project of The Newton Community Pride Committee and the Mayor's Office for Cultural Affairs. The 100+ page book is the local area bible for every resident, featuring:

*A user friendly list of every department, office and service in Newton

* Listings of more than 500 not-for-profit social services, cultural, arts, environmental and educational organization in and around the city.

The Guide this year:

-Reaches virtually every household in the city with a circulation of 35,000

-Distributed free to households plus 10,000 more available at key government and educational distribution points.

- Features a four color cover and four color premium pages within

- Available in full, in an on-line version.

Your advertisement, in addition to extraordinary exposure to every resident, is supporting a broad cultural foundation that helps make Newton great:

Heartbreak Hill International Youth Race, Kids FunFest; Newton Garden

Tour, July 4th Celebration, Plant Sales & Garden Market, Summer Sunday Evening Heritage

Festivals, Halloween Window Decorating Contest, Holiday Lighting Ceremony and Mayor's New Year's Open House.

This mammoth project offers premium advertising placement, special four-color rates and a new center spread section with heavy stock newsprint. **DEADLINE: Friday, September 17, 2010.**

Sincerely,

Ruth L. Barnett, President
Newton Community Pride Committee

The Newton Community Pride Committee is a 501(c) 3 not-for-profit charitable organization.

Advertising Order Form

Deadline September 17, 2010

- Yes, I want to be included in the Guide.**
(Payment due with order.)

Name of Business: _____

Contact Name: _____

Mailing Address: _____ City: _____ Zip: _____

Email _____

Phone: () _____ Fax () _____

Turn this page over to see actual ad sizes:

- | | | |
|---|----------------|---------------------|
| <input type="checkbox"/> Inside Front Cover | \$6,500 | 7 ½x9 ½ |
| <input type="checkbox"/> Outside Back Cover (Full Color only) | \$5,000 | " |
| <input type="checkbox"/> Inside Back Cover (full color) | \$3,500 | " |
| <input type="checkbox"/> Full Page (full color) | \$1,995 | " |
| <input type="checkbox"/> Full Page (b&w) | \$1,500 | " |
| <input type="checkbox"/> Half Page (full color) | \$1,000 | 7 1/2x 4 1/2 |
| <input type="checkbox"/> Half Page (b&w) | \$750 | " |
| <input type="checkbox"/> horizontal | | 7 ½ x 4 ½ |
| <input type="checkbox"/> Vertical | | 3 ½ x 9 ½ |
| <input type="checkbox"/> Quarter page (full color) | \$750 | 3 ½ x 4 ½ |
| <input type="checkbox"/> Quarter page (b&w) | \$500 | 3 ½ x 4 ½ |
| <input type="checkbox"/> Business card (full color) | \$300 | |
| <input type="checkbox"/> Business card (b&w) | \$200 | |
| <input type="checkbox"/> Optional photo for non-profits* | \$150 | |

Total \$ _____

*Option for non-profit organizations purchasing a ¼ page ad or more: place a photo of your organization on the page where your free listing appears. \$150

Method of Payment:

- MC/Visa Card # _____ Exp. Date _____

- Check enclosed made payable to Newton Community Pride Committee

Mail to: Newton Resource Guide, 225 Nevada Street, Newton, MA 02460

- Pdf or JPeg advertisement will be emailed no later than July 30 to:
LeeBHatfield@comcast.net