

AFFORDABLE!



Now even the small business owner can afford continuous and repetitive exposure, day after day, week after week!

The effectiveness of an ad is increased exponentially with repetitive advertising.

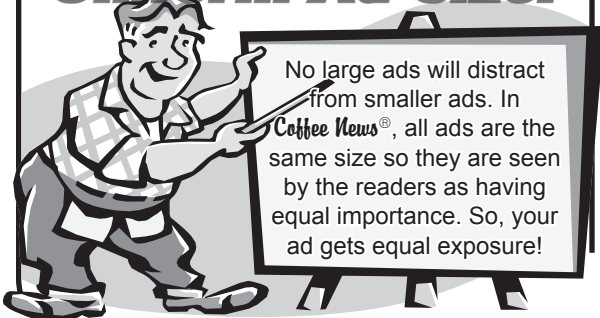
Let *Coffee News*® increase your exposure!

Advertising NOT Accepted From Restaurants

In order to encourage restaurants to carry *Coffee News*® and not worry about competitor ads, no advertising is accepted from restaurants.

Over time restaurants see increased business through loyal *Coffee News*® readers returning to their favorite restaurants that carry *Coffee News*®!

Uniform Ad Size!



CONTESTS KEEP READERS INTEREST UP!

Coffee News® features a contest that entices readers to look at the ads with extra care to locate the hidden *Coffee News*® man. The contestants are entered into a drawing for cash and/or prizes. The contests produce increased exposure for your ad!



FREE DISTRIBUTION!



Coffee News® is very popular!

Free distribution means a larger readership resulting in more people seeing your ad. *Coffee News*® has conducted studies during the last 20 years in business confirming that readership is 5-7 times the circulation!

Ad Design

The ads and their borders are designed to increase the reader's awareness of the ads. Eye catching graphics and layout lure readers to pay more attention to your ad.

Targets New-comers and Visitors

Because *Coffee News*® is also distributed through Hotels and Motels, it reaches potential customers visiting or moving into the area. The best time to introduce your business to new-comers is before the competition get to them!



Upbeat & Positive!

Coffee News® puts readers in a great mood! When their mood is favorable, and they see your advertisement, they are much more likely to take interest in your business offer!

Fun! Easy Reading!

Coffee News®

"Exclusive, Effective, and Affordable Advertising"

Proudly serving
Livingston & West Oakland Counties



Looking to Grow Your Business?

- Increase Sales!
- Develop referrals!
- Sell new products & services!
- Generate new clientele!
- Move overstocked products!
- Encourage local patronage!
- Gain testimonials!

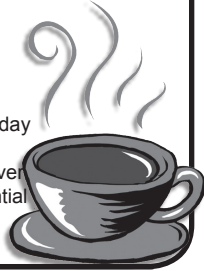
To reserve your advertising space today, call:

734-268-6187

Or visit our websites at:
www.coffeenewslivingston.com
or
www.coffeenewswestoakland.com

Distributed Through Restaurants

The human mind is much more alert and actively seeking mental stimulation before and during a meal. Your ad is 'devoured' while people wait to eat. The average restaurant serves 100-900 patrons a day. Using a conservative estimate of 200 per day results in 1400 customers per week! Most editions of *Coffee News*® are distributed to over 50 restaurants which equals 70,000 potential readers! If only 20% of them read *Coffee News*®...well, you do the math!



Coffee News®



IT'S EXCLUSIVE!

No Competition

Only one advertiser per business category can advertise in each edition of *Coffee News*®, so you can lock out your competitors!

It's Weekly

NEW ISSUE
EVERY WEEK

Provides advertisers with an affordable, **REPETITIVE** advertising opportunity for readers to see your ad again and again.

It's Local!

Targeted circulation makes *Coffee News*® the ideal media for advertising in our local community.

Why Advertise in *Coffee News*®?

On average, we each see over 3,000 different commercial messages daily. Advertising is everywhere. Businesses must be more savvy than ever with how they present themselves and spend their ad dollars. Most small and medium-sized businesses are poorly served by print, radio and TV advertising because of the simple fact that in order to reach the people who are their potential customers, they have to buy at least four or more times the circulation they need. Even direct mail, which can allow them to select the area of circulation, can prove to be very expensive.

Enter *Coffee News*®... Our local businesses NEED local coverage. There is very little, if any, advertising media available that allows you to target your advertising dollars so precisely and so effectively at such a low cost. *Coffee News*® is able to reach the highest and most potent concentration of potential customers for a fraction of the cost!

Single Page Format



- Easy to handle
- Easy to read while eating
- 11" x 17" printed on both sides

NO BAD NEWS!

...only information that is fun, entertaining and inspirational!

Our advertisers are the **NEWS** in *Coffee News*®!

HIGHLY VISIBLE

Same color each week!
The color of *Coffee News*® was chose especially for its soothing and relaxing effect. The familiar look and feel makes readers reach out for *Coffee News*® week after week!

ADS ROTATED EACH WEEK!

Gives a fresh look to your ad and gets more attention week after week!

If you wish your change text in your ad, it's FREE!