

Introductory Listing Programs

Basic Directory Listing:

- ONE YEAR Listing
- 24/7/365 Coupon or Promo Placement
- **Guaranteed** minimum of 7,000 Annual "Biz Views"

PLUS BONUS INCENTIVES

- Choose from the following:
 - Business Cards - (2,500) of One Design or (1,000 ea.) of two Designs; OR (1,000) 4"x6" Postcards; OR Loyalty Cards - (2,500) of One Design or (1,000 ea.) of Two Designs
- Rotational Brand Placement on Billboard Truck



PREMIUM Directory Listing with Mobile Billboard and Direct Mail Magazine:

- Includes all features of above Basic Listing Program,

PLUS BONUS INCENTIVES

- 1/2 Page AD in *Around Columbus*® Shopping Guide mailed to 5,000 Homes
- 5' x 5' Mobile Billboard
- Two Slide Shows on Listing Page
- Increased Promo and Coupon Exposures



PREMIUM Directory Listing with Mobile Billboard, Direct Mail Magazine, Internet Radio, AND EQUITY REBATE:

- Includes all features of above Basic Listing Program,

PLUS BONUS INCENTIVES

- FULL PAGE AD in *Around Columbus*® Shopping Guide
- 5' x 5' Mobile Billboard
- Your Business tagged in (60) Clear Channel Online Radio Spots
- Additional \$150 Print Credit
- Smartphone Quick Response Code Marketing
- **Up to \$300 Rebate***



Package Locks in Discounts up to 50% on All Other Marketing Services during listing term



*EQUITY PROGRAM DETAILS:

As an incentive to promote your listing on the directory, and to use it to its fullest potential, thereby increasing the mass of the directory, and ultimately consumer use, Rebates will be paid to Listed Businesses based on the following terms:

- Rebates will be paid up to \$300 for submitted Consumer redeemed Coupons that have been taken in FROM THE DIRECTORY.
- Coupons can be redeemed, and Rebate will be paid, at the end of Month Five of the listing term.
- To qualify for rebates, listed businesses must be current on all invoices, and are required to have used the Coupons or Promotions Pages for a minimum of 40% of their time listed on the directory.