

Direct Mail & Targeted Distribution

Journeys' strategized distribution is unparalleled in the region, balancing direct mail to new residents in 20+ zip codes in the Blackstone Valley and Corridor Nine region, circles of influence, Chamber businesses and with 660+ sites distributed inhouse and by the most reliable contractors in the business from Corridor Nine south to northern R.I. - all within a maximum 30-35 minute drive. We align distribution to easy highway access for accessible shopping patterns. Management participates and reviews distribution each and every issue to assess and maximize its effectiveness. Our premier, top-ranked traffic website, www.BlackstoneDaily.com complements *Journeys* by providing daily news, history, events and updates to our longtime loyal and new readers.

Is Your Business Reaching All New Homeowners in 20+ zip codes? Shouldn't it be?



"Without a story you have not got a nation, or culture, or civilization." ~ Laurens Van der Post

Journeys

Rates & Specifications

Mission Statement

"To provide affordable, innovative and flexible quality online and print marketing services to small business. Additionally, to build awareness of the significant historic and recreational assets offering great quality of life and the economic development potential of tourism. To create targeted, well-thought and executed approaches and collaboratives to new and existing residents, businesses and visitors that will serve to enhance, preserve and sustain the quality of life and the historic, cultural and natural assets that make our communities exceptional."

Blackstone Daily News, Inc.
www.BlackstoneDaily.com
23 Fay Mountain Road
Grafton, MA 01519 508-839-8885

Ad Content Tips

"Make it simple. Make it memorable. Make it inviting to look at. Make it easy and fun to read."

~ Leo Burnett.

"The more facts you tell, the more you sell. An advertisement's chance for success invariably increases as the number of pertinent merchandise facts included in the advertisement increases."

~ Dr. Charles Edwards

"That is the kind of ad I like. Facts, facts, facts." -

~ Samuel Goldwyn

"The headline is the most important element of an ad. It must offer a promise to the reader of a believable benefit. And it must be phrased in a way to give it memory value."

~ Morris Hite

Have A Game Plan: Think It Through, Then Act!

Four steps to achievement: Plan purposefully. Prepare prayerfully. Proceed positively. Pursue persistently.

~ William A. Ward

Ad content and design play an important role in the effectiveness of your advertising. Our graphic design team can work with you to develop a "game plan" for your business, both in content and design as well as via targeted media that work together to vertically market your products/services strategically.

Advertising that is not well-thought out or consistent is not a plan! Let us create and offer unique advertising and marketing solutions that produce results. These could include sponsorship packages; a vertically tiered approach and content that enhances the user experience by producing promotional packages that lead to measurable bottom-line sales.

A Powerhouse Strategy Utilizing Vertical Marketing

Journeys is a high-quality bi-monthly publication, complemented by additional print and online strategies to vertically market your product or services affordably and innovatively. This unparalleled "game plan" targets existing residents, direct mail to 20+ zip codes of new homeowners without market loyalty, small business owners, and even visitors in the region with a front-line and tiered approach, including but not limited to the following:

Journeys Bi-Monthly Specialty Publication
The Top-Ranked Website for the Region
Supportive In-House Marketing
Sponsorship Pages
Online Daily News & Discovery Guide
Blackstone Adventures Talks & Tour Pkgs

Each program is custom tailored to meet your need at incredibly affordable price packaging to support and strengthen the small advertiser, the core of our communities. For more info,

www.BlackstoneDaily.com/advertise.htm

**For a Free consultation,
508-839-8885 or Email:
BlackstoneDaily@aol.com**

Blackstone Daily News
Fay Mt Rd, Grafton, MA 01519
www.BlackstoneDaily.com
www.theblackstonevalley.com
www.blackstoneadventures.com

Rates & Specifications

These rates are based on 3x & 6x contracts. Open rates are available upon request. Free consultation.

Size	3x/yr.	6x/yr.	Color
2.2 x 2	\$60.	\$50.	N/A
Bus Card	\$80.	\$70.	\$25.
3.3 x 3	\$110.	\$99.	\$35.
5.1 x 2	\$110.	\$99.	\$35.
5.1 x 4 (1/8)	\$195.	\$170.	\$50.
1/4 Page	\$340.	\$315.	\$75.
5.1 x 8 or 10.5 x 4 (1/4)			
Half Page	\$595.	\$545.	\$100.
Full Page	\$1000	\$950.	\$150.
10.25 x 8.25 or 5.1x 16.5			

Journeys' specifications: 11 x 17 Tabloid on 80# Premium. 25-30,000 published 6x annually. Includes online ad on www.BlackstoneDaily.com

Camera-ready ads receive 5% discount. Per column inch (PCI) rates are available for virtually any size ad upon request.

Pricing based on 6x rate includes:

Up to 30 mins free graphic design per issue
Free ad online at www.BlackstoneDaily.com

One proof will be emailed/del'd to client per issue. Add'l proofs and design work (unless in-house error) will be billed at \$10/15 min increments.

Electronic Requirements: 300 dpi, CMYK, PDF, TIF format. Fonts should be embedded.