March 1, 2010

MacArthur Boulevard Business Association

Marketing as a group via Illinois Times

Illinois Times will publish a group ad page and make it available to MBBA members at a significant discount from our published rates. This opportunity is only available to members of the associations and is ideally suited to the area's independent businesses – which might otherwise not be able to advertise themselves / need the greatest level of marketing assistance. We make this offer because we feel locally owned businesses bring vitality to our community and our paper wants to help them succeed.

Details:

- The largest ad size available on the group page is a 1/6 vertical or horizontal.
- Each advertiser must commit to no fewer than 13 ads (either weekly or every other week) in order to earn a spot on the group page. That schedule needs to be outlined in advance.
- Illinois Times will provide color on the group page at no additional charge to any individual advertiser– as long as we have at least one full page of ads in the group effort.
- Participants in this promotion are subject to Illinois Times credit policies and procedures. It is understood that this offer is only available to accounts in good standing.
- All participants must be members of the MBBA.

Pricing – a **minimum of 13 ads** must be purchased. As long as ads appear on the group MBBA page they include color (a $150 value) at no charge.

1/16 page --- $81
1/8 page -- $161
3/16 page -- $235

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