

IT'S TIME TO ADVERTISE!

Forget it. This is not the next big thing in advertising, and 300 people won't be pounding on your door with coupons in hand, waiting to get \$100 worth of your stuff for \$10 when the next issue of *Bartleby* hits the shelf. But it still belongs in your arsenal. Here's why:

Bartleby is not the end-all, do-all of print advertising, but a strategically created and circulated magazine, meant to compliment any marketing campaign and designed to reach more qualified readers from a broader circulation area than any local newspaper or coupon clipper. And suprisingly enough, this is



accomplished by circulating our magazine in places where our newspaper and coupon competition cannot go—well, they can go there, but they can't live for more than a couple of days, or draw more than a couple of readers.

Local newspapers, coupon mailers, magazines and fliers are great for saturating a target area's households with advertising materials. they will mail that coupon book and newspaper to almost every home in a particular town or community. And since up to 70% of residents read the newspaper, and only 30% of people throw out coupon books without even opening them, these are primary modes of advertising. But there are some downfalls. Each piece reaches an average of 2 readers, has a useful life of one week, and is comparitively more expensive.



This is where *Bartleby* comes in. Our strategic circulation model fills in the cracks, allowing each magazine to survive for 4-12 months, reaching dozens of new readers over that period, including: **business owners, teachers, doctors, nurses, and their wide demographic of patients.**

Doctors offices/teachers lounges
As our primary mode of circulation, we send *Bartleby* to nearly every doctor's office in 23 towns in Dupage County. One magazine, sitting on room table doctor's there for an over 6 and acquires exposures from the patients waiting to see the doctor.



The *Bartleby* Benefit

As Dupage County's only advertisement carrying magazine that offers the second most popular reading material in the coutry, fiction, there are many benefits to be had by incorporating *Bartleby* into your marketing campaign. To list a few:



Value

Because each of our magazines draws 5-10x the readers of a newspaper or coupon book, we can print less magazines and still draw a high volume of readers, **without compromising the quantity of exposure our magazine needs, or the effectiveness of our advertisements.**

Exposure

Of the approximately 750,000 residents who live in the 23 towns in our coverage area, over 500,000 will have to visit some kind of medical professional each year. We send our magazine to over 90% of the offices that will service these individuals, giving your ad the best chance to succeed.

Duration & Quantity

Bartleby is printed 3 times per year, with each print run having a useful life of 4-12 months. For repeat advertisers, this means that your ad will likely be in two seperate magazines on the same waiting room table in thousands of DuPage doctor's offices, doubling the exposure your ad recieves in each location.

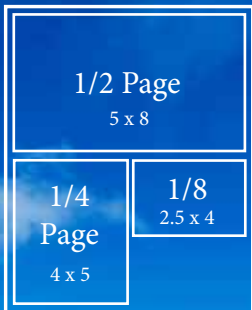
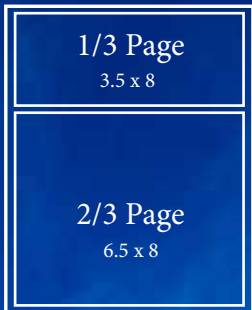
Cost

Isn't it obvious? With up to 85,000 readers per printing, *Bartleby* offers the best cost-to-impression rate of any DuPage County publication, exposing your business without breaking the bank. Why not try *Bartleby*?



Addison
 Bensenville
 Bloomingdale
 Burr Ridge
 Clarendon Hills
 Carol Stream
 Darien
 Downers Grove
 Elmhurst
 Glen Ellyn
 Glendale Heights
 Hinsdale
 Itasca
 Lisle
 Lombard
 Oakbrook
 Oakbrook Terrace
 Villa Park
 Westmont
 Willowbrook
 Wheaton
 Winfield
 Woodridge

Ad Dimensions



*bleeds unavailable for 1/4, 1/8 sizes

EARLY ADVERTISER DEADLINE
MAY 10



Advertising Prices
2011

Inside back cover = \$600	*Sizes dependant on availability
Inside front cover = \$700	
2 page spread = \$800	
Full page ad*	\$500
2/3 page ad*	\$400
1/2 page ad*	\$300
1/3 page ad*	\$250
1/4 page ad	\$200
1/8 page ad	\$100

INCLUDED

- *Creation of ad plus 3 revisions, based on customer specifications
- *For 1 year (3 issues) of advertising, take \$50 off price of each issue
- *Free box of magazines to sell/hand out to patrons
- *All advertising options with a (*) offer the option to be divided into two smaller ads placed in different locations within the magazine.

phone: 331 642-0211

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Bartleby
 ...innovation in advertising

A strategically circulated,
 DuPage County publication



compliment to
 any marketing campaign



www.bartlebymagazine.com