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Email: johnbowman@chartermi.net

A message from the owner:

Having been involved in Marketing in the retail and service industries for almost 21 years, I know how important it is for every dollar that is spent on advertising to work as hard as possible. I know how frustrating it is to spend valuable money out of a limited budget only to see no return on the investment. I believe businesses deserve a valuable and efficient advertising option.

I have always believed print advertising, when produced correctly and delivered in a way to truly get to the consumer, can be very powerful and provide excellent return. That's why I began Great Deals Magazine, a high quality, full color publication printed on glossy stock and bound together in a neat, organized magazine that gives your product the best representation available. Mailed to over 220,000 homes in Greater Grand Rapids and 120,000 in the Kalamazoo/Battle Creek area, Great Deals is the largest print vehicle available in these markets. This guarantees your message will be seen by enough consumers to make an impact. Great Deals has appeal to "bargain shoppers" (hence our name) and, because of our quality, we also appeal to people that don't open "junk mail". Put simply, Great Deals will get your phone ringing and/or people coming in your doors!

With the marketplace full of diversions, Great Deals Magazine offers a way to get your message in the hands of the consumer and stay there for 6 to 8 weeks of impact. Our strong food content means your message will be seen over and over again. Great Deals is the perfect complement to any marketing plan.

Our award-winning designers and printer will produce top quality, eye-catching ads for you, allowing your product to stand out in a crowd. I was an advertiser in Direct Mail vehicles similar to Great Deals for 10 years and found them to be one of the most effective and cost efficient advertising vehicles available.

I look forward to working with you to help your business grow. We will call you in the next few days to set up an appointment to review all the advantages that advertising with Great Deals can provide. Thank you for considering Great Deals.

Sincerely,

A handwritten signature in black ink that reads "John B". The signature is written in a cursive style with a large, stylized "B".

John Bowman  
President

# Why Advertise With GREAT DEALS<sup>®</sup> Magazine

## Direct Mail Is The #1 Most Popular Way To Advertise

GREAT DEALS<sup>®</sup> Magazine is the highest quality direct mail advertising publication available.

GREAT DEALS<sup>®</sup> Magazine is a high profile, 4-color magazine, printed on heavyweight glossy stock and mailed to 340,000 households with household income in excess of \$30,000.

### MAGAZINE FORMAT

- ✓ NO Envelopes To Open
- ✓ NO Loose Coupons
- ✓ Easy To Read



### ONLINE FORMAT

- ✓ Expanded Exposure
- ✓ Click To Advertisers' Websites
- ✓ Email To Other Buyers

## Results

- Market Saturation **Guaranteed By The U.S. Postal Service**
- Locally Oriented Front Covers Create Interest
- Results That Can Be **Tracked**.

## Interest

Designed as a magazine, GREAT DEALS<sup>®</sup> front cover, with local market attractions, extensive food and entertainment content along with content designed to OFFER something for everyone, will generate higher interest and usage by consumers.

## Extended Exposure

Mailing dates selected strategically to maximize return on investment. GREAT DEALS<sup>®</sup> Magazine is mailed every other month giving you up to eight weeks of exposure for a single investment.

**Dollar for Dollar, GREAT DEALS<sup>®</sup> Magazine provides the best value in advertising in West Michigan.**

**GREAT DEALS<sup>®</sup> has become the advertising vehicle that consumers turn to for savings and advertisers turn to for results.**

So.....Stop wasting your valuable ad dollars with publications that go from the mailbox or newsstand – directly to the trash! Instead invest in a magazine that goes from the mailbox to the coffee table, so your ad will be seen over and over!



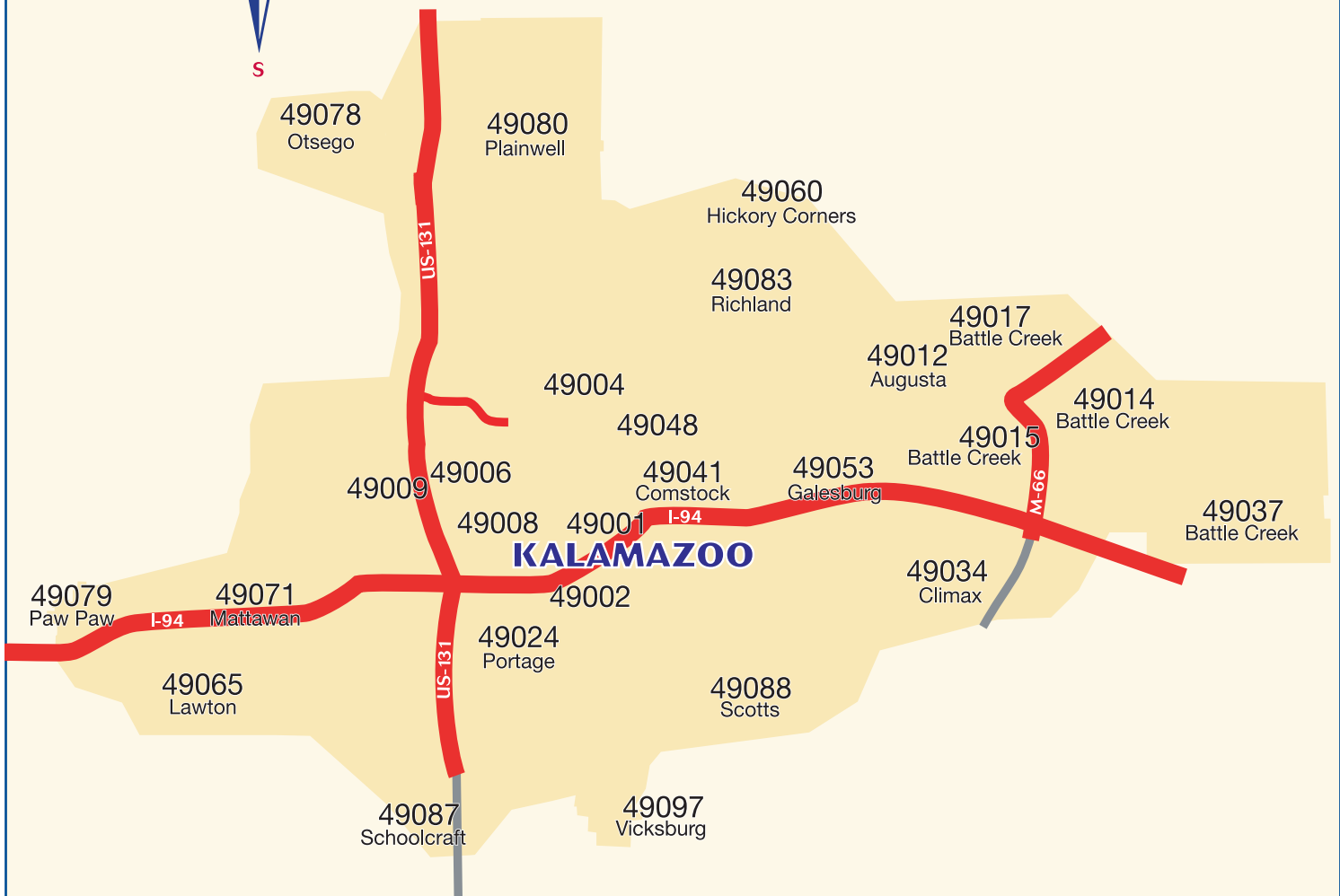
West Michigan's  
Premier Savings Magazine

**GREAT DEALS<sup>®</sup>**  
Magazine

Call (269) 321-0612  
for Advertising Information  
[greatdealsmagazine.com](http://greatdealsmagazine.com)

# GREAT DEALS<sup>®</sup> Magazine DISTRIBUTION BREAKDOWN

## Kalamazoo Distribution Area Greater Grand Rapids also available



GREAT DEALS<sup>®</sup> Magazine Distribution is Certified by the United States Postal Service

**120,000+...TOTAL MARKET PENETRATION**

West Michigan's  
Premier Savings Magazine

GREAT DEALS<sup>®</sup>  
Magazine

Call (269) 321-0612  
for Advertising Information

## 2012 DISTRIBUTION DATES

**Count  
On It!**

— On Average (For 8 Years) 75% of Magazines are delivered the first day. —  
Predictability that leads to Profitability!

***Nov./Dec. Edition***

Week of **November 29, 2011**

Copy Deadline November 1, 2011

***Feb./March. Edition***

Week of **January 31, 2012**

Copy Deadline January 3, 2012

***April/May Edition***

Week of **April 10, 2012**

Copy Deadline March 6, 2012

***June/July Edition***

Week of **May 29, 2012**

Copy Deadline May 1, 2012

***August/Sept. Edition***

Week of **July 31, 2012**

Copy Deadline July 3, 2012

***Oct./Nov. Edition***

Week of **September 25, 2012**

Copy Deadline August 28, 2012

***Dec./Jan. Edition***

Week of **November 13, 2012**

Copy Deadline October 16, 2012

## TOTAL MARKET PENETRATION

**Great Deal\$<sup>®</sup> Magazine's Distribution is Certified by the United States Postal Service.**

Advertising is all about getting in front of enough people. Our market saturation guarantees that your advertising will be reaching enough customers to impact your business!

**Enjoy The Results That Advertisers Like These Have!**

Hungry Howies Pizza • Michigan's Adventure  
Tuffy Auto Service Centers • Champion Window  
L & N Carpet Cleaning • Pearle Vision

**19 Years  
Experience in  
Direct Mail  
Marketing**

## MISSION STATEMENT

To provide a high quality advertising publication and marketing assistance that will enable clients to reach, and profit from, their sales goals.

# GREAT DEALS<sup>®</sup> Magazine

## TESTIMONIALS

### What Advertisers Are Saying

#### I have worked with John for several years now...

and it is by far the one magazine we get the most response from. When we offer discount coupons, we get the largest number back from Great Deals...8 times the amount of the next highest returned coupon.

Jay A. Follis, Director of Marketing  
GILMORE CAR MUSEUM

#### I just wanted to let you know how pleased I was...

with the response we received to the ad / coupon we placed in your Great Deals magazine. We have done advertising with other companies using the coupon type format and received very little response. With your ad, we started receiving coupons the day the ad came out and they continued coming throughout the two months the coupon was good for right up to the last day!

Angie Lewis, Store Manager  
BATTERIES PLUS

#### To let you know how pleased we are with the results...

with the Great Deals ad. We were amazed at the number of calls we received and how long we continued to get calls. We have had more response from this ad than any other print or media ads have used.

Yvonne Prowant, Owner  
CURVES FOR WOMEN (Grand Rapids)

#### We increased attendance by 5,000 this year...

because of Great Deals Magazine

SHRINE CIRCUS

#### The ad looks great!

This is the best I have ever had.

Steve, Owner  
OLDE PENNINSULA Brewpub + Restaurant (Kalamazoo)

#### Grand Rapids locations were up 10%...

while locations throughout West Michigan were up 5% in sales and the only difference was that we used Great Deals Magazine in Grand Rapids

MAJOR Fast Food Restaurant

#### The value that Great Deals provides in makes it the best print vehicle...

and one of the most effective vehicles of any kind at bringing consumers to businesses. As a media agency, I am responsible to make certain that the media I recommend creates a positive impact on my clients' sales. I am always confident in recommending Great Deals and my clients end up thanking me for it.

Gayle Evans, President  
GREAT LAKES MEDIA SERVICES

#### I had 14 messages before noon today...

Obviously the magazine went out!

Amy Nyland, Owner/Operator  
MAID BRIGADE

#### Thanks to advertising in the Great Deals Magazine...

our business revenue increased 16% in 2005. With over 200,000 households receiving Great Deals we are now reaching the number of people to generate the sales we project. The quality of the magazine is wonderful and the graphics and print quality show off our product well.

Cathy, Owner  
INCREDIBLY EDIBLE DELIGHTS (Grand Rapids)

19 Years Experience in  
Direct Mail Marketing

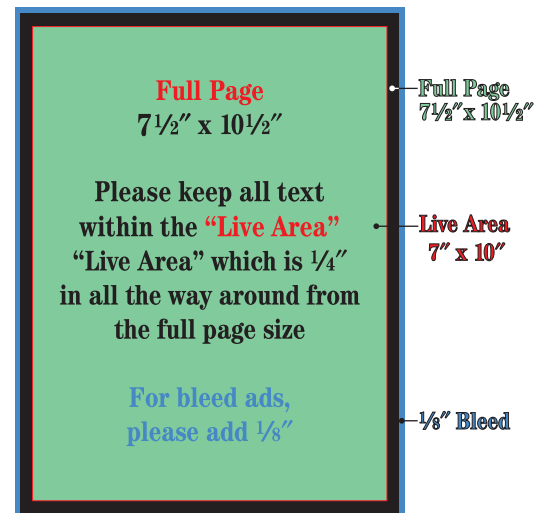
# GREAT DEALS<sup>®</sup> Magazine 2012 DATES

Week of	<b>JANUARY 31</b>	Copy Deadline January 3, 2012
Week of	<b>APRIL 10</b>	Copy Deadline March 6, 2012
Week of	<b>MAY 29</b>	Copy Deadline May 1, 2012
Week of	<b>JULY 31</b>	Copy Deadline July 3, 2012
Week of	<b>SEPTEMBER 25</b>	Copy Deadline August 28, 2012
Week of	<b>NOVEMBER 13</b>	Copy Deadline October 16, 2012

## AD REQUIREMENTS

	Full Page	Half Page	Quarter Page	Double Page Spread
Trim Size	7½" x 10½"	—	—	16" x 10½"
Live Area	7 x 10"	7 x 4⅞"	3⅝" x 4⅞"	14½" x 10"
Total Document Size	7¾" x 10¾"	—	—	16¼" x 10¾"

**All advertisements are 4-color process.** Any spot colors will be converted to CMYK. Ads can be submitted in QuarkXpress (with all supporting files and fonts, Adobe Indesign (with all linked files and fonts), Adobe Illustrator (with all linked files and fonts) or Adobe Photoshop (with all fonts, if file is not flattened) . An ad can be submitted in a high resolution PDF (300 dpi or higher). **We prefer that ads are not created in Microsoft Word, Publisher, Powerpoint, Corel Draw or Excel.** If this is your only means of creating an ad, please submit the final ad in a high resolution PDF format. For full page ads please add 1/8" bleed on each side of the page. Do not bleed half or quarter page ads. Please keep all text one quarter inch from the cut edge on all sides. Artwork should be prepared to allow coupon placement at the TOP or BOTTOM of the advertisement. GREAT DEALS<sup>®</sup> Magazine has the right to adjust coupon placement in any advertisement where necessary. *Proofs we supply to you are for content and general color only.*



Please do not forget to add your 1/8" bleed on all sides!

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HARRIS MEDIA DIRECT

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Yvonne Prowant, Owner  
CURVES FOR WOMEN (Grand Rapids)

#### Great Deals Magazine continues to be an outstanding lead generator.

We have already had 35 calls in the first two weeks! The last issue brought us 64 calls in 2 months! One of the things that I am still amazed by is the calls come so consistently throughout the 2 months of the magazine's shelf life. At the end we see a surge as people see the coupon ready to expire and don't want to miss out. Now, running our 2nd back to back issue, the call volume seems to have increased due to familiarity of the ad.

You told me marketing shouldn't be looked at as an expense, but rather an investment. The success that we have received from these past 2 issues has certainly proven that!

Michael Youngblood, Market Manager  
WELLHOME

19 Years Experience in  
Direct Mail Marketing