



2011 FACT SHEET

In partnership with North Jersey Media Group

**Don't miss this special opportunity to advertise
your business to
40,000 local households through the
Fair Lawn Community News
Elmwood Park/Saddle Brook Community News
and Paramus Town News**

To stimulate spending at Broadway special improvement district businesses and restaurants the Broadway Improvement Corporation (BIC) is offering a **Co-Op Advertising Initiative** - an advertising opportunity providing discounted rates to BIC district businesses. It is co-sponsored by the BIC and North Jersey Media Group (NJMG).

Through this program, businesses may run:

1 - one-column by 3.5" ad for \$100 in *The Fair Lawn Community News, Elmwood Park/Saddle Brook Community News and Paramus Town News*. These are discounted rates for BIC businesses providing substantial savings from the usual rates. This is a first come, first serve offer.

- Publishing dates for ads in **SEPTEMBER series** are:
FLCN (Sept 1); ElmPk/SBk (Sept 1); Paramus (Sept 8): Art Deadline: August 24
- Publishing dates for **OCTOBER series** are:
FLCN (Oct 27); ElmPk/SBk (Oct 27); Paramus (Oct 27): Art Deadline: October 19
- Publishing dates for ads in **NOVEMBER series** are:
FLCN (Nov 17); ElmPk/SBk (Nov 17); Paramus (Nov 10): Art Deadline: November 2
- Publishing dates for ads in **DECEMBER series** are:
FLCN (Dec 8); ElmPk/SBk (Dec 8); Paramus (Dec 8): Art Deadline: November 30
- You may order your ad for ONE or ALL (\$100 each series). Same ad must be used in all three publications of each series. **ORDERS MUST BE PREPAID BEFORE ART DEADLINE DATE.**
- **To generate additional excitement about this program, the BIC is sponsoring a gift certificate promotion with ten (10) \$25 gift certificate winners to be drawn on Nov 1st for a total of \$250 in gift certificates, then (10) \$50 gift certificate winners to be drawn on Jan 2, 2012 for a total of \$500.** The gift certificates can be redeemable at Broadway district businesses. Consumers will be invited to visit the BIC website to enter for a chance to win.

- Your ad will appear on a single, full color page with other co-op advertisers and the announcement about the Broadway Bucks gift certificate promotion under a Broadway banner. **These are back page placements.** All ads will appear in full color; NJMG can assist in ad creation.
- Visit our website at www.BroadwaySID.com to view past ads.
- When winners appear in your business to redeem their gift certificates, your business will be reimbursed directly by the BIC for each certificate received after sending in the certificate to BIC at P.O. Box 1296, Fair Lawn, NJ 07410..
- Ads will be sold by North Jersey Media Group representative:
Andrew Garrett, *Account Executive; Community Newspapers, North Jersey Media Group*
Phone: 973-569-7212 Fax: 973-569-7259 Garrett@northjersey.com
- **Prepayment is required** by check to be made payable to BIC and mailed to Broadway Improvement Corp, c/o 450 Bloomfield Avenue, Suite 101, Verona, NJ 07044. Please place check in the mail allowing sufficient time for us to receive it before the art deadline dates.
- For additional information about any of BIC's programs, call Diana Vitrano at 201 797-3442 x11.