

B R O A D W A Y
I M P R O V E M E N T C O R P O R A T I O N



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 this fall *and* during the holiday season, 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* per month. These are discounted rates for BIC businesses providing substantial savings from the usual rates. These rates are offered for October, November and December issues. This is a first come, first serve offer. Advertiser can take only 1 space per month.
- **UPCOMING publishing date is Wednesday, October 7th. Art deadline Wednesday, September 30th.**
- **To generate additional excitement about this program, the BIC will sponsor a gift certificate promotion with ten (10) \$50 gift certificate winners to be drawn on December 1, 2009 for a total of \$500 in gift certificates.** The gift certificates will be redeemable **ONLY** at participating co-op advertisers in the October, November and December issues. 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 \$500 gift certificate promotion under a Broadway banner. All ads will appear in full color; NJMG can assist in ad creation.
- 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. *Gift certificates will be valid until January 30, 2010.*
- **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
- Checks are to be made payable to BIC and mailed to P.O. Box 1296, Fair Lawn, NJ 07410
- For additional information about any of BIC's programs, call Diana Vitrano at 201 797-3442 x11.