



Think Local *First!*

Santa Cruz County
"Independent and Locally Owned"
1515 Pacific Ave
Santa Cruz, CA 95060

www.thinklocalsantacruz.org

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Business Directory Advertising

Why Advertise in the Think Local *First* - Business Directory?

- 1.) You will be identified as a "**Locally Owned Business**" in Santa Cruz County.
- 2.) It will include your business name, a short **description of your business**, address, phone number and web site.
- 3.) Reach up to **10,000 of your local customers** and all the visitors to Santa Cruz!
- 4.) The Business Directory will be kept as a "**reference**" for locally owned businesses.
- 5.) The Business Directory is meant to **last over a year**.
- 6.) Both **locals and tourists** will use the Directory alike.

About the Business Directory:

- 1.) The Directory will be in **full color format**.
- 2.) All **ads are color glossy** format.
- 3.) It will be approximately **60 to 80 pages**.
- 4.) Only **Think Local *First* members** will be advertised in this Directory.
- 5.) It will include the following:
 - Table of content
 - 2 feature articles
 - 2 editorial articles
 - Maps with local businesses identified on them
 - Hot spots to visit like beaches, parks, wineries, hikes, kid's stuff...
 - Businesses will be listed by business category and area
- 6.) Deadline for signing up for ads is **April 30, 2008**

Types of ads and Cost:

- 1.) Full page color glossy Ads \$395
- 2.) Half page color glossy Ads \$250
- 3.) Inside covers Ads \$1,500
- 4.) Back cover Ad \$1,500
- 5.) Center Double Truck Ad \$1,500

Business Directory Distribution:

- 1.) Santa Cruz County wide.
- 2.) Dropped off in all the local communities.
- 3.) Place in the Santa Cruz Visitors Kiosk.
- 4.) Place in Think Local First member's stores.
- 5.) Placed in other public areas.
- 6.) 2 or 3 major distributions through the year.

Sign Up Now! Limited time to advertise!