

FULLMOONAD.COM

a d v e r t i s i n g



FMA@FullMoonAd.com • www.FullMoonAd.com • (269) 687- 7777 • 5717 Beech Ave., Coloma, MI 49038

Full Moon Advertising would like to help make your business grow. Please take a few minutes to review/compare our circulation and our 30 day life expectancy with the competition. Then let Full Moon Advertising be the reflection of your business success.

You will find additional information explaining several advantages your company will receive within Full Moon Advertising. We have also included a pricing guide which will assist you in choosing the appropriate advertisement most beneficial to your company. Please visit our website FullMoonAd.com for our current publication and testimonials.

FMA is proud to be Michiana's largest monthly direct mail program. We currently directly mail to 155,000 addresses in Berrien County, Michigan and Mishawaka, Granger, Elkhart, Shipshewana, Nappanee and South Bend, Indiana and have 40,000 monthly downloads. Our goal is to provide each of our customers with professional, high quality service to ensure continuous financial growth, which benefits the business owner and the consumer alike. Each account executive at FMA is dedicated to working with every business on a one on one basis, while designing just the right promotions for you.

Five Reasons Why FMA is the Most Effective Means of Advertisement in Michiana

- FMA currently saturates 100% of 34 communities which includes every rural route, every city limit, and every business.
- Do you know of any other form of advertisement that guarantees to reach 155,000 addresses consistently each month? Full Moon Advertising accomplishes this goal by Direct Mailing through the United States Post Office.
- The life expectancy with FMA is 30 days in the home versus 1 day in the local newspaper. This is achieved by the overwhelming response from the public. Our brochure consists of many valuable savings which are available on the first week of each month. In return, this creates an urgency for immediate response by consumers. FMA may also be viewed on our website and Facebook, which is a great advantage to the consumers.
- FMA consists of over 150 local businesses offering a variety of products and services to the public in the form of coupon savings, educational articles, and name awareness.
- Michiana business owners come together and offer their savings to the public through direct mail in addition to the internet which is free each month.

CONTRACTS

- 3 mo Contract \$300/mo per spot
- 6 mo Contract \$250/mo per spot
- 9 mo Contract
- 12 mo Contract

OPTIONS

- Cover: Additional cost for front/back cover (upon availability)
- Partial Color: \$50/mo or Full Color: \$90/mo
- Online Linking \$250/month

ADVANTAGES

- 5% Discount when Paid In Full
- 21 spot ad with placement choice

INSERTS

- 1 time total market saturation 2.9 cents per address
- 3 times per year 3 cents per address (choose zip codes)
- 2 times per year 3.5 cents per address (choose zip codes)
- 1 time per year 4 cents per address (choose zip codes)

ADDITIONAL INFORMATION

- Ad size - 1 unit 2.5" x 1.5" (21 units per page)
- Contract "freeze" option available for seasonal businesses
- Ad changes due by the 15th of every month
- Print date the 27th of every month
- Brochure mailed out the 1st week of every month
- Sorry, no exclusives

EMPLOYMENT PAGE

- 1 mo Contract \$99.00/mo for 6 lines
- \$10 for each additional line

CLASSIFIEDS PAGE

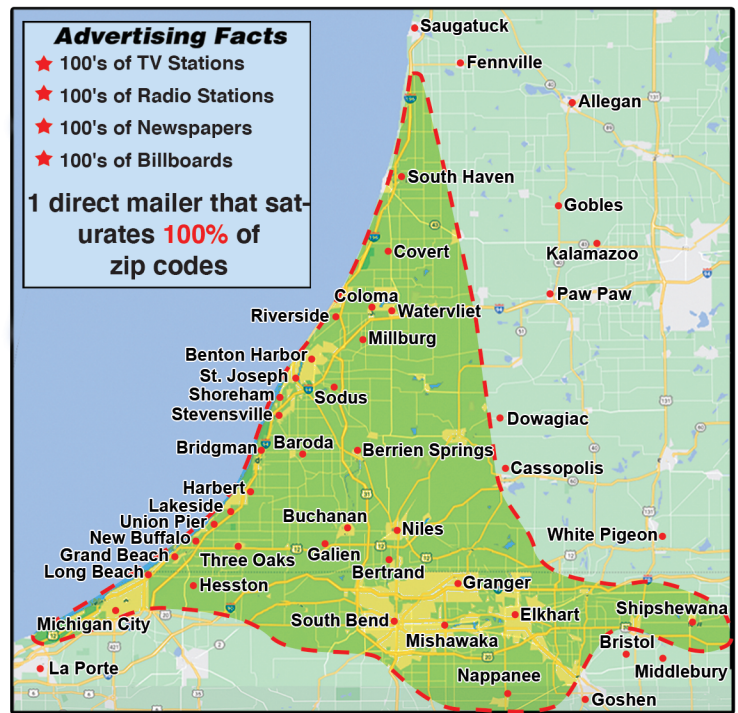
- 1 mo Contract \$99.00/mo for 16-20 words
- \$10 for each additional line

OPTIONS

- Bold: \$10
- Color: \$20
- Logo: \$25

ADVANTAGES FOR EMPLOYMENT & CLASSIFIEDS

- Buy 6 months get 1 month Free
- Buy 12 months get 2 months Free



155,000 Addresses of Direct Mailing

Town (Zip Codes)	U.S. Mail Recipients	Total Saturation
Baroda (49101).....	1,453.....	100.0%
Benton Harbor (49022).....	9,199.....	74.0%
Berrien Center (49102).....	536.....	100.0%
Berrien Springs (49103).....	5,279.....	100.0%
Bridgman (49106).....	2,402.....	100.0%
Buchanan (49107).....	4,838.....	100.0%
Coloma (49038).....	4,869.....	100.0%
Eau Claire (49111).....	1,634.....	100.0%
Elkhart (46514).....	18,400.....	100.0%
Galien (49113).....	885.....	100.0%
Glendora (49107).....	100.0%
Granger (46530).....	11,623.....	100.0%
Grand Beach (49117).....	272.....	100.0%
Hagar Shore (49039).....	105.....	100.0%
Harbert (49115).....	385.....	100.0%
Lakeside (49116).....	449.....	100.0%
Long Beach (46360).....	1,549.....	100.0%
Millburg (49022).....	100.0%
Mishawaka N. (46545).....	14,859.....	100.0%
Nappanee (46550).....	5,103.....	100.0%
New Buffalo (49117).....	3,529.....	100.0%
New Troy (49119).....	190.....	100.0%
Niles (49120).....	19,284.....	100.0%
Riverside (49084).....	140.....	100.0%
Sawyer (49125).....	1,347.....	100.0%
Shipshewana (46565).....	3,110.....	100.0%
Sodus (49126).....	662.....	100.0%
South Bend (46614).....	13,464.....	100.0%
South Bend (46635).....	2,872.....	100.0%
South Haven (49090).....	8,336.....	100.0%
St. Joseph (49085).....	12,119.....	100.0%
Stevensville (49127).....	6,111.....	100.0%
Three Oaks (49128).....	1,986.....	100.0%
Union Pier (49129).....	672.....	100.0%
Watervliet (49098).....	3,124.....	100.0%

- Compare and Save Your Budget

- Your cost is less then one penny per home.

- No other form of advertising can guarantee saturation.

1. Full Moon Advertising does saturate your town by 100%.
Every business, Every rural route, Every city limit.

2. Look to see how many homes in your area Full Moon shines upon.

3. Direct mailing is the #1 form of advertising.

4. Compare our circulation to the competition and let FMA be the reflection of your business success.

5. These facts concerning Postal recipients within the Michiana area are from the US Postmaster, updated quarterly.

6. Be innovative....Go to the Moon!