

# Smile 'n Save

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via Canada Post - targeted distribution end of June  
to selected routes Orangeville, Mono, Hockley and Caledon

## Community Korner



# Smile 'n Save



*Your little passbook to special offers*

**Food, Fun, Fashion, Pets, Home/Garden**

Caledon, Orangeville, Mono, Hockley



via Canada Post  
**Call-to-Action**  
Advertising  
Works!  
If You Offer  
Something  
They **Want**  
They **Will**  
Come!

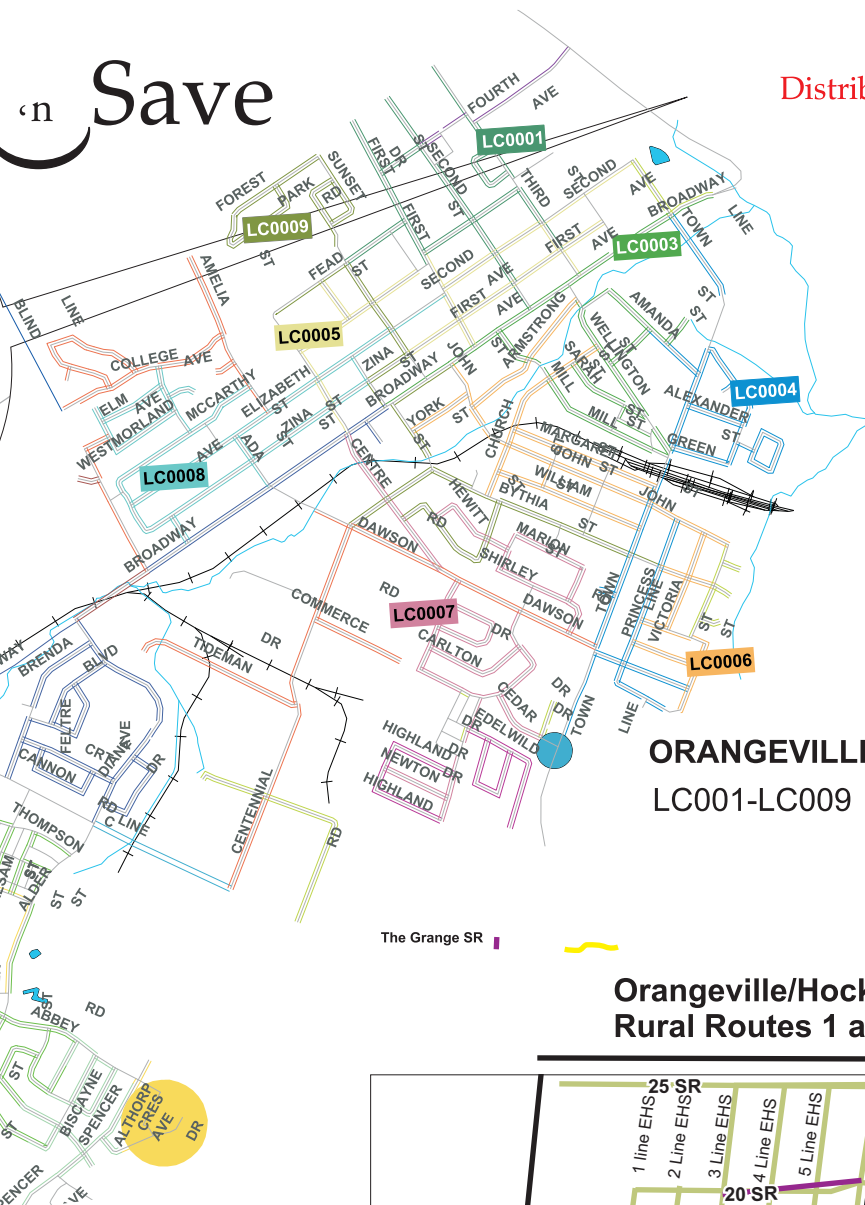
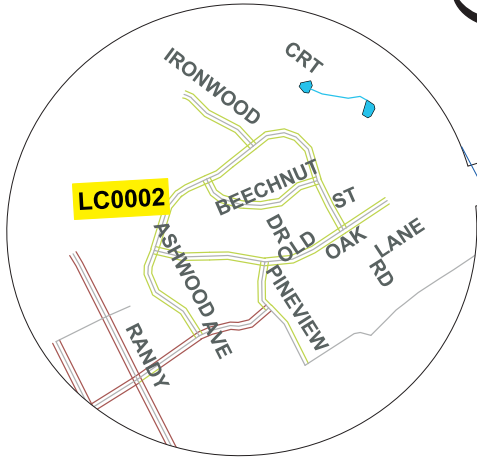
First Launch  
Summer 2013  
Media Kit

**Be Creative while  
Building Your Brand!**

Special Offers  
Incentive Promos  
Gift Certificates  
Tips and  
Information are  
also a great  
Transaction.

# Smile n Save

Distribution Blitz



**ORANGEVILLE:**  
LC001-LC009

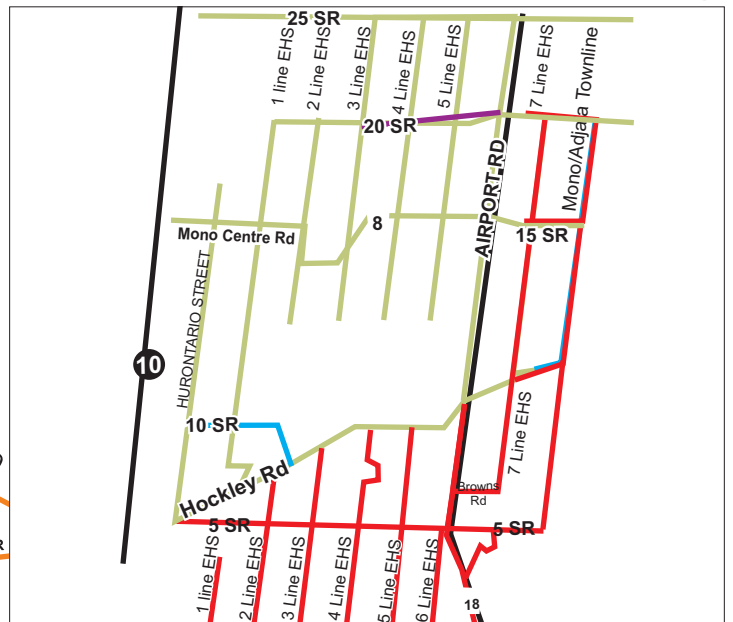
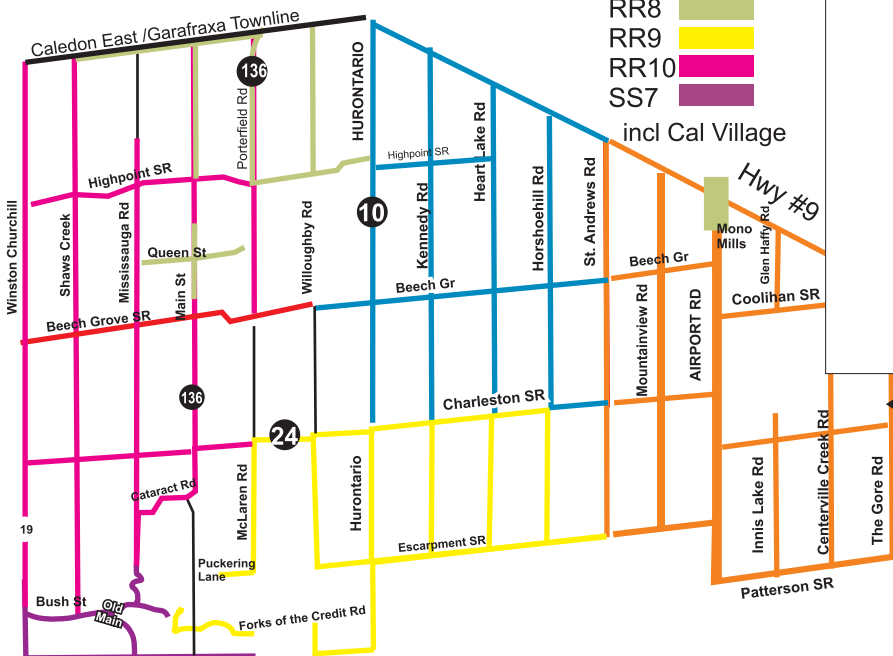
The Grange SR

**Orangeville/Hockley  
Rural Routes 1 and 5**

89

- CALEDON L7K**
- RR3 █
  - RR6 █
  - RR8 █
  - RR9 █
  - RR10 █
  - SS7 █

incl Cal Village



**10,000 copies  
Direct Mail**

**Today's Marketing Challenge:  
Shorter Attention Spans and  
Shrinking Budgets**

# DID YOU THINK ABOUT?

**What Drives a TRANSACTION?  
Need, desire, impulse, reason or a perceived sense of value**

**WHAT are you doing to Increase Traffic?**

**Want the consumer's that will come back? Don't send the wrong message or give it away!**

Introducing CALL-TO-ACTION marketing.

If you are offering something of value (Spec offer, Information, SOLUTIONS) to a consumer, they will go out of their way to make that transaction with you, even if it's to give you an email address or call.

**WHY the Special Offer should be crafted for a Specific Need:**

You have their attention at SPECIAL OFFER. Now keep it and the momentum.

As business owners and service providers we must re-evaluate how we attract consumers to increase awareness, traffic and consumption. The one size fits all doesn't have the impact a *Specific Solution* does.

**For example:**

*A Security Company's Special Offer may be to supply parties living in a rural setting with a Check List designed to assess their specific safety questions or areas of concern that is different from an urban homeowner. That establishes a rapport and they will be more likely to call YOU when they are looking for a security system. Either way they have to contact you to get it or visit your website to download.*

**KNOW who you reach and HOW:**

Engage and delight consumers for pennies vs the cost prohibitive option of your own direct mail campaign.

This attractive, colourful, glossy digest is designed as a direct mail opportunity to reach a market not on the traditional advertising routes. It's so simple, so effective, so affordable.

The target market I am addressing tend to live in the rural part of Orangeville and Caledon, have more discretionary income, tend to own their own homes and have pride of ownership issues like landscaping and home repair/updating needs, are into taking care of their looks and health, dote on their furry friends, believe in eating well, enjoy leisure activities, lifestyle and luxury items.

**WHY would people be attracted to this?**

Who doesn't like to think in today's economy that they are getting top value for their dollar or a great deal or valuable information at no obligation for FREE!

**WHY would YOU be interested?**

Wouldn't you like to reach that kind of potential consumer? Would the recipient **thank-you** for an opportunity to do business? It's something to consider.

**SAVE and WIN:**

Save money and generate traffic with this creative call-to-action strategy.

Let's explore how we can best leverage your offer to appeal to your specific market?



**AWESOME Deals, Special Introductory Offers, Events and More - DIRECT to the door!**  
**All in a glossy full colour digest!**

## Increase Traffic, Build Your Business Or Build Your Image.

**Smile and Save** is a fun and easy way to reach your market. Customers can also access online updated coupons for local shopping, dining, gifts, fun, fashion, home & garden accessories, markets and more. Wide but strategic blitz via Canada Post so you reach a varied and demographically affluent market that are not receiving special deals through usual methods like newspapers and other direct mails.

2013 mini Launch	
Summer: July-Aug-Sep	
Fall: Oct-Nov-Dec	
Sp/Summ	Mar-Apr-May-Jun-July
Fall	Aug-Sep-Oct
Winter	Nov Dec Jan

## Compare 0.025¢ /book

do so more economically and effectively than any other form of advertising!

- \* Lowest Printing Cost
- \* More Community Oriented
- \* Longer Lasting than Coupon Envelopes and Stuffers
- \* Full Color Attractive High Quality Design

- Orangeville LC 001 - 009
- Hockley Rural Routes RR1 and 5
- L7K Caledon Rurals - RR3-6-8-9-10- South side of 9. (West from Winston Churchill all the way east to the Gore Road)

## INSIDE ADS

Save when you reserve all 3 editions

		2x	3x
Banner AD.....	\$250	\$225	\$200
Quarter Page OFFER (5.0x2.0).....	\$295	\$275	\$250
Add a reverse side .....			\$400
Half Page (5.0x4.35).....	\$450	\$425	\$395
<b>COVERS:</b>			
Half Page (5.0x4.0).....	\$475	\$450	\$425
Full Page (5.0 x 7.5).....	\$875	\$825	\$750

rate discounts apply on consecutive issues only

**FEATURE COMBO Deals:** 1x Combo ADS  
 \*\*\*\*\*  
 get the 3X Rate!

Half Page with quarter pg Offer within pages: \$650 (SAVE \$95 with 1x special rate)

Half Page with quarter page offer same page combo: \$825

Full Page with quarter page offer within pages: \$995 (SAVE \$175 with 1x special rate)