

# Why Advertise With Your Local Coffee News?

## Ad Exclusivity

only one advertiser per business category

## One-Sheet Format

your ad is always on the front or back

## Same-Size Ad Space

guarantees your ad will not be overshadowed by “big-buck” advertisers

## Weekly Ad Rotation

ensures all advertisers receive “equal value” placement

## Attracts Repeat Readers

loyal customers rather than bargain-hunters

## Free Ad Changes\*

use minor ad-changes to modify your message for no additional charge

## Your Ad is “Out There”

three meals a day, seven days a week

## Free Ad on our Website

includes a link to *your* website

## Average Read-Time of Eight Minutes

readers have plenty of time to scan the ads

## Free for Readers

patrons may choose to take a copy with them, or return it to the stand for others to enjoy

*New issue every week!*



# Coffee News of Chicago

Clarendon Hills | Countryside | Darien  
Downers Grove | Elmhurst | Hinsdale | Westchester  
Western Springs | Westmont | Willowbrook

[www.coffeenewswesternburbs.com](http://www.coffeenewswesternburbs.com)

## News to Amuse

*Coffee News* is a weekly publication delivered to restaurants, coffee shops, salons, medical and dental waiting rooms - wherever the public is being served and spends any time waiting.

It is positive and entertaining. *Coffee news* has the week's funniest and most unusual news stories, jokes, trivia, amazing facts, and more.

*Coffee News* is many things to many people, establishments, and organizations within the community.

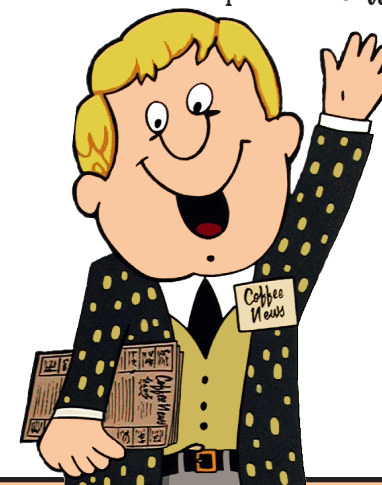
- it's a way for established businesses to let newcomers know where they are, and a way for new businesses to let established residents know they're around
- it's a chance for the “mobile” business owner to get that phone number from the vehicle onto paper and into people's hands
- it's a reminder for homeowners and shoppers to start thinking about what they need in the upcoming weeks and months
- it's an opportunity, for some, to let the OTHER half of the city know they are over there
- it's a summary of public events coming up in your community and around your city.
- it's something entertaining for patrons to do while waiting to order or receive food, while dining, while waiting for an appointment, meeting, bus, friend, or family member, or simply just passing some quiet time
- it's free - read it, enjoy it, take it with you, or leave it for others to enjoy

At *Coffee News*, our mission is to strengthen our communities by promoting small and medium-sized businesses and bringing awareness to local and non-profit groups and organizations.

# Coffee News of Chicago

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Downers Grove | Elmhurst | Hinsdale | Westchester  
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“If you want your ad to get the most views...  
put it in *Coffee News!*”



## Looking to GROW YOUR BUSINESS?

- Increase Sales!
- Develop referrals!
- Sell new products & services!
- Generate new clientele!
- Encourage local patronage!

**To reserve your advertising  
space today, call:**

**tel: (630) 512 - 1974**

**fax: (630) 261 - 0271**

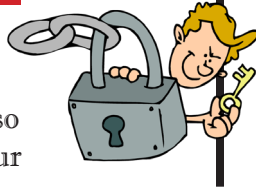
**[kristen@CoffeeNewsOfChicago.com](mailto:kristen@CoffeeNewsOfChicago.com)**

[www.coffeenewswesternburbs.com](http://www.coffeenewswesternburbs.com)

NO Competitor's Ads!

**IT'S EXCLUSIVE!**

Only ONE Advertiser per business category can advertise in each edition so you can LOCK OUT your competitors!



Distributed through cafes, restaurants, and other places customers wait

The human mind is much more alert and actively seeking mental stimulation before and during a meal or when waiting for service.



This is the time when they are **most receptive** to your message.

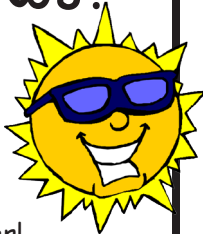
## AD BORDER & DESIGN

The borders are designed to attract and hold the reader's attention to your ad. It entices the reader's eyes into the ad!

Ads are rotated every week to keep **Coffee News** looking fresh!

## No Bad News!

Coffee News puts readers in a great mood! When their mood is favorable, and they see your advertisement, they are much more likely to take interest in your business offer!



# Coffee News



## Why Advertise in Coffee News?

We see hundreds of different commercial messages daily. Advertising is everywhere. Businesses must be more savvy than ever with how they present themselves and spend their ad dollars. Most small and medium-sized businesses are poorly served by print, radio, and TV advertising because of the simple fact that in order to reach the people who are their potential customers they have to buy at least four or more times the circulation they need. Even direct mail, which can allow them to select the area of circulation, can prove to be very expensive.

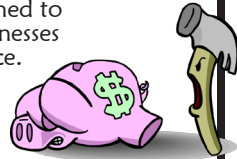
Enter **Coffee News**... Our local businesses NEED local coverage. There is very little, if any, advertising media available that allows you to target your advertising dollars so precisely and so effectively at such a low cost. **Coffee News** is able to reach the highest and most potent concentration of potential customers for a fraction of the cost!

## Don't Break the Bank!

Now even the small business owner can afford continuous and repetitive exposure week after week!

Coffee News was especially designed to help small and medium-sized businesses compete in a crowded marketplace.

The effectiveness of your ad is increased exponentially with repetitive advertising.



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[www.coffeenewswesternburbs.com](http://www.coffeenewswesternburbs.com)

**Our website gives advertisers extra exposure. Each week readers come to the site to enter our weekly giveaway...**

Web banners for advertisers are offered **FREE** with your paid print ad!

## One-Page Format MEANS...



Easy to handle  
Easy to read while eating  
Takes up less space

**YOUR ad is ALWAYS on the Front or the Back!**

Weekly \$25 giveaway gives you added exposure!



**Coffee News** features a contest that entices the readers to look at the ads with extra care to locate the answer to a weekly ad question.

The contestants are entered into weekly drawings for prizes. The contest produces **increased exposure** for your ad.