



CREATED AND MANAGED BY
A LOCAL DUBOIS MARKETING
COMPANY

INVESTED IN HELPING AND
GROWING BUSINESS IN DUBOIS

WHAT IS DUBOIS PLUS?

DuBois Plus is a marketing program that we have designed to provide a unique and effective platform for businesses to promote themselves to reach new and create loyal customers in DuBois. DuBois Plus is available through a print publication and website and is available to all locals and visitors in DuBois for FREE!

The DuBois Plus team are experts in traditional marketing mediums and new, digital marketing tools such as websites, e-mail marketing, mobile, social media and QR codes. We've spent over a year and a half studying and developing this model to successfully work in DuBois.

WHY SHOULD I HAVE MY BUSINESS IN DUBOIS PLUS?

DuBois Plus uses a combination of print and website to effectively promote your business constantly in DuBois using display advertising and editorial story content inspired by you, the business owner, and produced by DuBois Plus.

The customer base, local people and visitors coming to DuBois, can access both print and website platforms for free, unlike many other alternative mediums or publications in the DuBois area.

MIXING ONLINE MEDIA AND TRADITIONAL PRINT TO GROW AND PROMOTE YOUR BUSINESS TO DUBOIS

DuBois Plus brings a promotional combination of print and website. The print component will come out four times a year starting this September; mid-September, mid-November, mid-March and early-June. The advertisement and editorial story printed in each issue will be automatically featured and updated onto the DuBoisPlus.com website; with an included option to have a new ad and new story changed out for each edition. Our professional writers design and produce the editorial story inspired and approved by you.

MARKETERS ARE SHIFTING THEIR
BUDGETS AWAY FROM "INTERUPTION"
ADVERTISING BECAUSE...

 79% OF SHOPPERS SPEND AT LEAST 50% OF THEIR SHOPPING TIME RESEARCHING PRODUCTS

 61% OF INTERNET USERS RESEARCH PRODUCTS AND SERVICES ONLINE

 44% OF DIRECT MAIL IS NEVER OPENED OR IGNORED

 NEWSPAPER CIRCULATION DECLINING CONSECUTIVELY FOR LAST 8 YEARS AND 20 YEAR SLIDE IN PAID CIRCULATION

[SOURCES: PEW RESEARCH, 2011 & HUBSPOT, 2012]

What is it?

Print publication four times annually, branded website year-round.

New ads

Ads and stories can be new each time, reproduced on website too.

Quantity

5,000 print guides each time.

Cost-effective

DuBois Plus can be as low as \$2.50 per day per guide to promote your business to locals, visitors and direct consumers compared to over \$200 for a one day ad in comparable print publications.

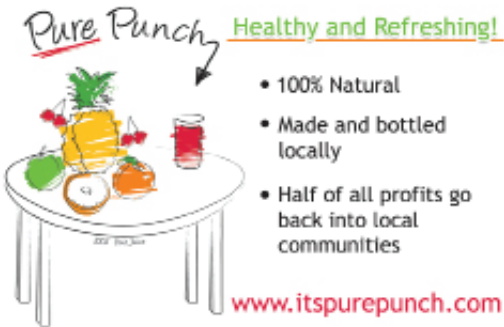
"Many Americans begin their purchasing experience by doing online research to compare prices, quality, and the reviews of other shoppers. Even if they end up making their purchase in a store, they start their fact-finding and decision-making on the Internet." -
-Jim Jansen, PEW Research Center

WHAT IS THE DUBOIS PLUS PROMOTIONAL MIX?

DuBois Plus provides a unique promotional mix in two combined efforts. While being one of the many featured establishments within the powerful web and print combination, you not only have an ad displayed, but also a editorial story to support it. (See example)

Ad block: Details the: "Who, What, When, Where" aspects.

Editorial Story Block Details the: "Why" aspects.



Pure Punch is the premier 100% fruit juice beverage heralding from the central Pennsylvania region. Packed with vitamins and minerals and made with only 100% natural ingredients, Pure Punch is not only delicious, it helps revitalize your body when consumed on a daily basis. Aside from the health benefits and great taste, Pure Punch is also made and bottled locally and the creators believe in giving back to the community. Half of all profits made from sales of Pure Punch go directly back into the local communities, helping to boost the local economy so that it may thrive. So, the next time you reach for a refreshing beverage, make it Pure Punch and help your community grow. For more info, check out www.itspurepunch.com and follow us at [Facebook.com/ItsPurePunch](https://www.facebook.com/ItsPurePunch).*

*fictitious sample ad & story

PACKAGES

RATE [PER GUIDE PRICING]

[INCLUDES WEBSITE FOR THREE MONTHS UNTIL NEXT EDITION]

[PER ISSUE] [PER ISSUE WITH ALL 4]

Promotional package: 1/5 page display ad & 1/5 page editorial story	\$240	\$200
Super package: 1/3 page display ad & 1/3 page editorial story	\$350	\$300
Maximum package: 1/2 page display ad & 1/2 page editorial story	\$475	\$400
Platinum package: Full page display ad & full page editorial story	\$800	\$600
Back cover: Full page ad & full page editorial story		\$1,200
Inside front cover: Full page ad & full page editorial story		\$900
Inside back cover: Full page ad & full page editorial story		\$750
Page 3: Full page ad & full page editorial story		\$900
Total Investment		

Note: A \$50/hr. design fee will be applied for all ad creative.

EASY PAYMENT processing for effortless payments with using your credit card.

SAME ORDER

Inclusion in a total of four guides [fall, winter, spring, summer] and the DuBois Plus website, equals around the year promotion for you business. Your business is everywhere!

DID YOU KNOW...

Compared to other local print publications: a similar sized ad, with no color and no story, can be over \$200 for only one day! DuBois Plus includes a story and full color ad only averaging \$2.50 per day for three months in one guide and three months online!

DUBOIS PLUS YOUR BUSINESS IS THE ULTIMATE AWARENESS MACHINE

Contact Rebecca Kear at rebecca@duboisplus.com [814.771.6811], today to get your business or organization in!