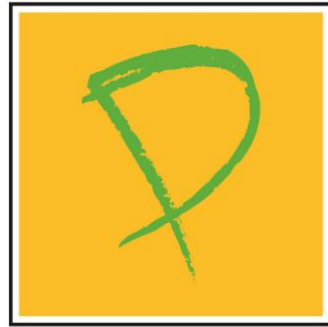


D · U · B · O · I · S







PLUS

For Restaurants

**what it is, the 3 for 1, and
how you can promote your business**

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 DuBois Plus?

print, website & facebook!



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.

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.



You pay one price to be in the...

1. DuBois Plus Print Guide:

- four editions per year – fall, winter, spring and summer

2. DuBois Plus website, duboisplus.com

3. DuBois Plus facebook page

- you are featured multiple times on the page



The Print Guide

Have you heard the BzZzZ on Bee Pollen

The secret is out on the hottest weight loss capsule available!

If you haven't heard the BzZzZ around town, where have you been?? Zi Xiu Tang Bee Pollen Capsules are an all-natural herbal diet supplement that requires **NO CHANGE IN DIET AND NO EXERCISE!** Most people are losing **10-20 lbs** in one bottle! These pills aren't available just anywhere. BeeXtreme, LLC has them available online with free shipping! (<http://beextreme.webs.com>). Monica "an intimate boutique" (333 West Long Ave. Duluth), Amy Straub's Hair Salon (Main St. Falls Creek), Sun Spot Tanning and Fitness (Main St. Reynoldsville), and Dentist's Alterations (West Main St. Sykesville). BeeXtreme also delivers to you on Fridays! So how does this product work? And can it really be this easy?? Yes! These pills use a 3 part system to help your body effectively lose weight and keep it off.

Part I: Elimination of Fat Through Thermo Genes: Are you cold **ALL THE TIME**? This condition could be keeping those pounds right on you! Through the thermo genesis process, your body is heated from the inside out, increasing your metabolism, as well as your ability to sweat. In addition, this allows your body to go into instant metabolic function. It is important to notice these effects tend to get stronger the longer you are on the product. Think of it this way... Did you ever wonder why hibernating animals don't freeze to death? The answer is thermo genes.

Part II: Detoxification of the Colon and Digestive System: This product offers total cleansing of the digestive system by utilizing insoluble fiber from all the ingredients, allowing for the product to provide a natural laxative that also removes some toxins and parasites. This process takes place approximately the first two-three weeks you are on the product.

Part III: The pH Balancing: One of the biggest misconceptions is that fat is kept on the body due to the fact the body is starving. Now fat is kept on the body due to the body being more acidic. The more acid your body produces, the more fat your body needs. Why? The body wraps the acid in the fat, and stores it into the body's fat pockets, protecting the body from the harmful effects of the acid. Fat is created for survival. Yet, the body is triggered for fat accumulation once it reaches a certain pH level. To make the body feel differently, the product changes the pH of the body, which does two things. First, the body stops and reverses fat absorption and then changes to fat burning, since it now believes it has too much. The second thing that happens is the increased fat burn rate also increases the metabolic levels of the body, making the metabolism go through the roof!

Weight Loss Capsules??

Energy is no longer an issue! Some people notice an increased energy level after the first day of taking this product. By using this product you will benefit from the same effects as those who utilize the pH diet and run around finding all the right foods to fit the diet's guidelines. All you have to do is take two pills in the morning with water, and go about your day!

Water is key for the product to work. It is recommended that you consume at least half of your body weight in ounces of water daily. For example, a person weighing 140 lbs should consume at least 70 ounces of water a day. Also this pill works off the fatty processed foods we consume every day. Eating 4-6 small meals a day or "grazing" throughout the day is recommended.

Although Zi Xiu Tang Bee Pollen works for about 90% of consumers, there is still that lingering 10% who will not have success with it, whether it be metabolism, health issues, not consuming enough water, or inconsistency with the pills. The good news is **NEW YOU** launched on July 4, 2013 and ones who are using this pill are also seeing fantastic results!

What is NEW YOU?

New You has been years in the making, containing all natural herbs like Zi Xiu Tang. New You's main ingredient is Garcinia Cambogia. Through effectively combining traditional Chinese herbs, (and new word!) New You produces through in the all-natural herbal diet supplement words! New You produces weight loss results in those individuals who have not seen results in other supplements as well as those who had initial weight loss with other products and then stopped taking. **New You is Safe, Convenient, and it Works!** Dr. Oz just did a 3 part special on this herb and the benefits of taking it for weight loss and more!!!!

Priority First FEDERAL CREDIT UNION
Proudly Financial Solutions to Our Members

LIDAY LOAN SPECIAL

INTEREST RATES AS LOW AS 2.99% APR*

INTEREST RATES AS LOW AS 3.99% APR*

INTEREST RATES AS LOW AS 4.99% APR*

'2014 RATES AS LOW AS 5.99% APR*

OF OUR LOW HOLIDAY LOAN RATES.

MEET ONE OF OUR LOAN OFFICERS, LESS YOUR LOAN TODAY!

www.priorityfirstfcu.org

1000. Maximum term is 18 months. A borrowed amount of \$2500 for 15 days is subject to credit approval. Our rates and fees may apply. Contact us today to get all the details on our LIDAY LOAN.

For more product information and testimonials, check us out here.

- ❑ 5,000 print guides distributed
- ❑ to over 120 locations in the tri-county area
- ❑ restaurants, hotels, shopping, the mall, and local businesses
- ❑ same ad and story content on the website -
- ❑ no extra advertising sold on the website!

Your One Stop Auto Shop!
Now at Priority First Federal Credit Union

Priority First FCU is committed to providing our members with the best services and products. We at Priority First realize that buying a new or pre-owned vehicle can be a big hassle and quite stressful. To make your next auto purchase more convenient, we have teamed up with Keystone Lending Alliance Corporation (KLA). KLA is a credit union-owned company that makes it possible for you to complete your credit union auto loan at your point of purchase - the dealership.

Your "One Stop Shopping" begins with getting pre-approved with one of our friendly credit union loan officers or when you're applying for one vehicle loan at the dealership. When you find your new or used vehicle, you can now complete your credit union auto loan paperwork at the dealership! Just present your pre-approval to the finance manager at the dealership and your credit union auto loan can be completed there - it's that simple.

For more information and for a complete list of local auto dealers in the KLA program, reach out to us and we'll be happy to answer any questions you may have about this great new program!

We Can Help You Pay for College

Few decisions rival the importance of choosing a college. For each school you consider, it seems there are a thousand questions: Does it excel in my course of study? How will I afford tuition? Fortunately, Priority First FCU offers the Student Choice loan program that you and your parents can use to loan the college bill.

Compare these Priority First FCU loan offerings to see which ones best suit your needs:

The Credit Union Student Choice Loan
The Credit Union Student Choice Loan is a way to fill the financial gaps that scholarships, grants, and other federal aid doesn't cover. You'll get significant cost-savings by choosing your Credit Union's student loan over other lenders.

- No origination fees
- Apply only once
- Flexible repayment terms including graduated repayment for two years
- Lower interest rates
- Deferral of principal and interest while in school
- Line of credit up to \$75,000

Home Equity Loans
Home equity loans offer parents interest rates comparable to the PLUS Loan but with tax advantages. Home equity loans usually are 100% tax-deductible (confirm with your tax adviser).

Home Equity Line of Credit (HELOC)
Our Home Equity Line of Credit (HELOC) is a flexible line of credit that can be used for a variety of purposes. Our HELOC is subject to credit review and approval.

DUBOIS PLUS

duboisplus.com

DUBOIS AREA

CELEBRATES AUTUMN

WHO ARE WE? LET'S GET ACQUAINTED ...

DuBois Plus is a unique combination of print guide and website, www.DuBoisPlus.com. That means that DuBois Plus is the one, true DuBois area multi-media vehicle for promoting everything worth promoting. And if you're not listed, read below on how to be included now on the website.

Whether you recently moved to the area, you're a tourist, a repeat visitor or a local for life, DuBois Plus is your ultimate resource for all that is DuBois local and regional. Know too, that while the DuBois Plus website, (www.DuBoisPlus.com) relays the same information as the print guide, it goes a step further by providing relevant website and Facebook information for everything covered in the print guide. After that, count on seeing the publication and updates to the website quarterly. We're here to keep you informed!

That said, feel free to write to us at info@duboisplus.com to give us your feedback and to let us know about great businesses, events, and venues across the DuBois area. Enjoy!

Featured This Week



IN DUBOIS PLUS
SMALL
OVER 60 STORES & RESTAURANTS
Find us on Facebook and at www.duboisplus.com
Mail: 1000 Main Street, DuBois, PA 16820

DuBois Mall

TheHelpSpace.com
An exciting new website,
provides a user-friendly platform where people begin to find the best service providers to meet their needs. Categories include: Real Estate, Home Services, Health, Auto, and more. Contact us today to learn more about this exciting new website.
www.thehelpspace.com

The Help Space

THE BATTERY PROJECT
CREATIVES & CRAFTS
814.265.8206 or 814.591.3534
We are excited to share the launch of our new website and online store. We are now open for business and ready to serve you. Our website is the perfect place to find all the things you need for your business. We are excited to share the launch of our new website and online store. We are now open for business and ready to serve you. Our website is the perfect place to find all the things you need for your business.

AT THE LAKEVIEW LODGE
Meeting Rooms Available based on the size of your group
Private, Internet, TV System | CD Projection
Full Service Food & Beverage
PUBLIC WELCOME!
Lakeview Lodge & Conference Center

The website

- duboisplus.com
- your own webpage with your advertisement and story content
- we rotate each business on the front page weekly
- website built to get high search engine results when people search on Google or Bing for businesses like yours



DuBois Plus

274 likes · 22 talking about this

Update Page Info 2

✓ Liked

⊛ ▼

Media/News/Publishing

WELCOME TO DUBOIS PLUS! Using print and web (and this Facebook page) to promote the best of our area - both in DuBois and our surrounding neighbors



Photos



Likes

About



Facebook page

- facebook.com/duboisplus**
- each business featured multiple times each edition on our wall**
- capitalize on the tens of thousands of locals communicating about local events, businesses and spreading word of mouth – this is the new form of referrals!**

THERE IS NO OTHER 3 FOR 1 ADVERTISING & PROMOTION PROGRAM LIKE THIS IN OUR AREA!

Ideas on how to use for Restaurants

- ❑ Use the story to promote new specials and featured menu items coming up
- ❑ Highlight specialties, chefs, or amenities exclusive to your restaurant
- ❑ Promote your other services or features such as large parties/private room, external catering, a full-service bar, office luncheons
- ❑ Use the advertisement part to promote gift ideas like certificates and gift cards
- ❑ Promote your top-notch, recognized or award winning customer service
- ❑ Increase awareness for your website to the menu page → creates customer tolerance if they show up and have a long wait time

It's affordable for every business...

PACKAGES



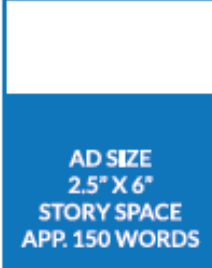

RATE [PER GUIDE PRICING]

[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.

FULL PAGE	1/2 PAGE	1/3 PAGE	1/5 PAGE
 <p>AD SIZE 8" X 6" STORY SPACE APP. 550 WORDS</p>	 <p>AD SIZE 4" X 6" STORY SPACE APP. 250 WORDS</p>	 <p>AD SIZE 2.5" X 6" STORY SPACE APP. 150 WORDS</p>	 <p>AD SIZE 1.25" X 6" STORY SPACE APP. 75 WORDS</p>

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



WINTER 2013

SPACE & ARTWORK DEADLINE: OCT. 31

DISTRIBUTION: NOV. 15

FULL PAGE



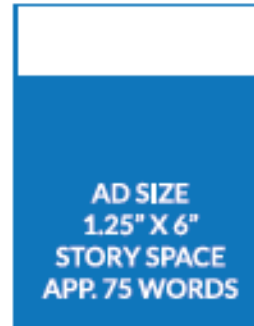
1/2 PAGE



1/3 PAGE



1/5 PAGE



Perfect
time to
promote
holiday
shopping
and your
season
specials!!!

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

Design fee applies only to graphic design, not the story writing. If advertisement file is submitted to us, no fee applied unless it's a re-design.

Contact us
right away!

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Tony

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