

Somerville District Management Corporation

**DOWNTOWN SOMERVILLE
2007 HOLIDAY MARKETING OPPORTUNITIES**

(Page 1 of 4)

Business Name: _____

Business Address: _____ Business Phone: _____

Contact: _____ Phone: _____

Email: _____ Fax: _____

DEADLINE FOR ALL INFORMATION IS **FRIDAY, OCTOBER 12, 2007**.
INFORMATION RECEIVED AFTER THIS DATE WILL NOT BE INCLUDED.
Payment (in full) to the Somerville DMC must be received by Friday, October 26, 2007.

Holiday Coupon Book

***Description:** Full color coupon book with individual business coupons, list of holiday events in Downtown Somerville, and 101 Gifts to buy in Somerville.*

***Quantity & Distribution:** 27,500 coupon books, 20,000 will be inserted into the Sunday, November 18th Courier News and 7,500 will be distributed through stores and area employees. (In 2006, 7,500 were produced and distributed)*

***Availability:** Space is limited to 36 businesses and will be on a first-come, first-served basis.*

***Cost:** \$150 per coupon, limit one coupon per business.*

_____ Yes, I want my business to participate in the Holiday Coupon Book.

Offer: _____
(% off, free gift, free dessert, \$10 off purchase over \$50, etc.)

Expiration Date: _____
(must be valid until at least 12/30/07. It can be valid longer)

List any exclusions, but keep it simple.

_____ No, I am not interested in participating in this promotion.

Return completed form by **FRIDAY, OCTOBER 12** to
Cynthia Hollod, 908-541-1600, 41-C W. High St. or via fax 908-541-1605
or to Cindy Nannen at The Back Door, 908-526-1175.

Co-operative Radio Advertising

***Description:** The Somerville DMC is purchasing 60-second ads on WMGQ (Magic 98.3 FM) and NJ 101.5 FM to promote Downtown Somerville’s holiday shopping, dining and events. Business owners can purchase a co-operative sponsorship of a radio ad which is approximately 10 seconds for 1 Business/Ad and 5 seconds per business for the 2 Businesses/Ad.*

***Availability:** 34 co-operative ads on WMGQ & 45 co-operative ads on NJ 101.5 FM. Space is limited and will be available on a first-come, first-served basis.*

***Cost:** NJ 101.5 FM: \$75 for 1 business/ad & \$37.50 for 2 businesses/ad
WMGQ: \$40 for 1 business/ad & \$20 for 2 businesses/ad*

_____ Yes, I am interested in co-op radio advertising and would like the following:

Radio Stations (select below)	# of ads to purchase (minimum of 3)	Businesses/ad (select below)	Cost for 1 business/ad	Cost for 2 businesses/ad	Total cost (calculate below)
<input type="checkbox"/> NJ 101.5 FM		<input type="checkbox"/> 1 business/ad <input type="checkbox"/> 2 businesses/ad	\$75.00	\$37.50	\$ _____
<input type="checkbox"/> WMGQ		<input type="checkbox"/> 1 business/ad <input type="checkbox"/> 2 businesses/ad	\$40.00	\$20.00	\$ _____

WMGQ

The ads on WMGQ will run at a variety of times during the day and evening hours, including the weekends. No ads will run during the overnight hours. The ads will run the weeks of December 10th & 17th.

WMGQ’s primary target audience is Women, 35-64, who are listening to the radio every day during work, to & from work and between kids’ activities. Nearly 50% of WMGQ’s audience is in Middlesex County and almost 28% of their audience is in Somerset County.

NJ 101.5

The ads on NJ 101.5 FM will run weekdays, 10 a.m. - 2:00 p.m. and 7 p.m.-11p.m. during the weeks of December 3rd, 10th, and 17th.

Over 70% of NJ 101.5’s audience falls within the 35-64 age range, with over half of their audience earning a household income of \$75,000 or more. Their listening audience is primarily employed full-time and over three-quarters of their listeners own their own home.

_____ No, I am not interested in purchasing time in the co-operative radio advertising.

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Coupon Book & Radio Co-Op Advertising Package – Save \$50

Participate in both the Coupon Book & Radio Co-op and save \$50! Business owners that participate in the Holiday Coupon Book and purchase 3 solo business radio co-ops on both NJ 101.5 FM and WMGQ can save \$50 off the total cost of \$495.

Holiday Coupon Book:	\$150
NJ 101.5 FM 3 solo ads:	\$225
WMGQ 3 solo ads:	<u>\$120</u>
	\$495
Package savings:	<u>\$50</u>
Final Cost:	\$445

____ Yes, I want to participate in the three advertising opportunities above and have provided the information for each promotion.

101 Gifts to Buy in Downtown Somerville

***Description:** The Somerville DMC is repeating from the past two holiday seasons the list of “101 Gifts to Buy” in Downtown Somerville. The goal of this list is to let people know that lots of gifts can be found in the stores in Somerville. The list will be included in the Coupon Book and promoted on the FindSomerville.com website.*

***Availability:** Listing is available on a first-come, first-served basis.*

***Cost:** Free*

Top Gift: _____ (25 letters or less)

To make it interesting to the potential shoppers, list something specific for your business. For example, not “candy” but “gourmet Belgian chocolates” or “Italian feast for two” not “restaurant gift certificate”).

Price: _____

2nd Choice gift _____ (25 letters or less)
(the 2nd choice gift will be used if additional gifts are needed on the main list)

Price: _____

____ I participated last year and want to repeat my gifts from 2006.

____ No, I do not want to participate in this promotion.

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Open Late 'til 8 on Thursdays & Fridays

Thursdays and Fridays will be promoted as nights with extended shopping hours. This will be promoted in advertising, in a banner across Main Street, on in-store materials, and FindSomerville.com website.

_____ Yes, my business will be open until 8 pm on Thursday Nov. 29, Dec. 6, 13, 20.

_____ Yes, my business will be open until 8 pm on Friday, Nov. 30, Dec. 7, 14, 21.

_____ No, my business will not be open late on Thursday and Friday evenings.

Santa's Arrival, Tree lighting & Holiday Festivities – Saturday, Nov. 24

The evening's events will begin at 5:30 pm at borough hall and move downtown afterwards. It will be promoted that stores will be open until 8 pm.

_____ Yes, my business will be open until 8 pm on Sat., Nov. 24.

Special Events at your store or restaurant

The DMC will include on FindSomerville.com and in our electronic newsletters information about special holiday events at your store or restaurant.

_____ Yes, my business is having a special event/open house/etc. between Thanksgiving and New Year's Day that I would like promoted on the FindSomerville.com and in electronic newsletters.

Name of Event _____

Date _____

Additional information _____

_____ No, I am not doing any special events at my business that I would like to be included in DMC marketing of the holidays.

NJ Countryside Co-op Advertising

Information was distributed in early September about this holiday co-op advertising opportunity. All spaces have been filled at this time.

The promotions detailed above are for businesses that are within the DMC geographic boundaries. If there isn't sufficient interest among DMC businesses for a specific promotion it will be canceled.

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