

2 Great Ways to Market Your Business Improve Your Neighborhood

Dear Neighborhood Business:

We'd like to take a moment to thank you for your continued support of our neighborhood business district and the goods and services you provide to our 25,000 residents. Because of the nearly 400 businesses like yours located in our ONE Village neighborhoods, the ONE Village Business District Association has been able to accomplish so much for our neighborhood business districts. Improvements we have maintained include:

- Streetscape enhancement projects on Lagrange Street and on Summit Street
- An annual business directory
- Networking meetings (FREE to members)
- Window replacement fund
- Routine street cleaning on Lagrange Street and Summit Street
- New U.S.A. and Polish flags, seasonal banners, and holiday tree lighting
- And more!

You have two exciting ways you can market your business to a key audience. One is through a membership to the Business District Association. Your membership allows us to continue the programs and services to which you have become accustomed. Your participation is crucial to continuing the progress already made in our business districts.

The second method you can maximize your marketing budget is to advertise in the Business Directory and Buying Guide. Advertising in your Directory is economical, targeted and long term.

We look forward to working with you as we continue to improve our neighborhood business districts. Feel free to call me at 419.255.8406 x 304 if you have questions.

Sincerely,

Nikki Morey
Senior Manager,
Community Programming



Yes, I want to participate!

Name: _____

Business: _____

Address: _____

Telephone Number: _____

FAX Number: _____

E-mail-Address: _____

Yes, I want to become a Business District Member

- | | | | |
|--|------|---|-------|
| <input type="checkbox"/> Individual (resident) | \$25 | <input type="checkbox"/> Small business owner | \$50 |
| <input type="checkbox"/> Non-profit organization | \$50 | <input type="checkbox"/> Corporation or franchise | \$125 |

All membership dues are tax-deductible.

Yes, I want to advertise in the Business Directory

I authorize the purchase of the following ad for the **2016** edition of the Business Directory and Buying Guide:

- | | |
|--|---|
| <input type="checkbox"/> 4½" x 1" Perpetual Coupon \$95 or \$50 when combined any other size ad | |
| <input type="checkbox"/> 3½" x 2" Business Card Ad \$95 | <input type="checkbox"/> 4½" x 3¾" Half-Page Ad \$150 |
| <input type="checkbox"/> 4½" x 7½" Full-Page Ad \$300 | <input type="checkbox"/> 4½" x 7½" Cover Ad \$450 |
| <input type="checkbox"/> Yes, I need help with the layout and design of my ad. | |

Deadlines - Terms - Payment

Payment/Terms: To be included in the final Full payment due before closing deadline:
Friday, January 8, 2016.

Amount enclosed \$ _____ Date: _____

Authorized signature: _____

Make checks payable to: United North

Return to: United North Attention Nikki Morey 3106 Lagrange Street Toledo, Ohio 43608

Questions: Call Nikki at (419) 255-8406, ext. 304 or email at nmorey@unitednorth.org



2 Great Ways to Market Your Business Improve Your Neighborhood

1 Business District Association Membership

ONE Village's business districts are some of Toledo's strongest neighborhood commercial centers, thanks to the efforts of the ONE Village Business District Association and our partners. You can help by joining today.

What Your Membership Means To The Neighborhood

Your membership in the business district association allows us to continue the programs and services to which you have become accustomed. Your participation is crucial to continuing the progress already made in our business districts. Your membership provides services to ONE Village like:

- Streetscape enhancement projects on Lagrange Street and on Summit Street
- Informative eNewsletters and an annual business directory
- Window replacement fund
- Routine street cleaning on Lagrange Street and Summit Street
- New U.S.A. and Polish flags, seasonal banners, and holiday tree lighting
- And more!

What Your Membership Means To You

- Networking meetings (FREE to members)
- FREE bold-face listing in annual business directory mailed to all ONE Village residents.
- FREE business card ad on United North web site
- FREE notary service and access to business district mailing list
- Spotlight article in the eNewsletter to the business district
- Security including street patrols and community policing programs
- Technical assistance, writing a business plan, marketing planning, development, access to low-interest loans, zoning and code enforcement assistance, and workshops
- Small business insurance package available from the National Trust for Historic Preservation
- Access to discounted employee benefit plans through a brokerage agency
- Small business insurance package available from the National Trust for Historic Preservation
- Marketing events to promote the neighborhood business districts

| | | | |
|--|------|---|-------|
| <input type="checkbox"/> Individual (resident) | \$25 | <input type="checkbox"/> Small business owner | \$50 |
| <input type="checkbox"/> Non-profit organization | \$50 | <input type="checkbox"/> Corporation or franchise | \$125 |

2 Business Directory Advertising

+ reasonable prices + reaching 25,000 ONE Village residents + reaching community and political leaders

Your Advertising Will Reach A Wide Audience

- 25,000 ONE Village residents
- 400 ONE Village businesses
- Community Leaders
- Political and civic leaders
- Residents living in East Side, Old West End, Downtown and Point Place.

Long Term Advertising

Because the Business Directory contains coupons used throughout the entire year, users will see your advertisement each time they open the directory.

See the reverse for ad sizes, details and deadlines.

| | |
|---|---|
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| <input type="checkbox"/> 3½" x 2" Business Card Ad \$95 | <input type="checkbox"/> 4½" x 7½" Cover Ad \$450 |
| <input type="checkbox"/> 4½" x 7½" Full-Page Ad \$300 | |

Business Directory Advertising

- Increase your marketing presence and reach your target audience when you advertise in the 2015 Business Directory.
- Advertising in the ONE Village Business Directory reaches a wide audience to residents and those living or working in surrounding areas like Old West End, Downtown, East Side and Point Place.
- Mailed to all ONE Village Residents.
- Long- term advertising.
- Reasonable Prices.
- Art Design Available.
- If you become a Business District Association Member it entitles you to a BOLD listing in the Business Directory.

Perpetual Coupon

- In the center of each Business Directory is a section for Perpetual Coupons. Users will use the coupons throughout the year.
- Perpetual coupons become “Top Of Mind Advertising”.
- Some suggestions would be to offer your customers a percentage off their total purchase, a free item or service with or without a purchase or a buy-one-get-one deal.

**Call 419.255.8406 x
304 with questions
and further details**



Actual size of
Full-Page and
Cover Ad

Actual size of Half-
Page Ad

Actual size of
Business Card Ad

Actual size of Perpetual Coupon