

Backyard



Savings Magazine

WHY BACKYARD? We cut through the clutter.

- We target and send to customers in your “backyard” versus broad-based mailing programs
 - We invest in best response research versus wasting your investment
 - We limit the number of pages to be more manageable and digestible for consumers.
 - We mail to business-owners, not just homeowners
- We market your community and your business' role within it
- Most affordable, most effective direct marketing program in the market
- We are grassroots: locally owned and operated – we live and work alongside of you
- Monthly printed publication and “always on” digital marketing program for consistent, top-of-mind awareness and branding

Zone 1:	West Chester, Liberty Township, Sharonville, Blue Ash Most Routes in: 45069, 45044 Select in: 45011, 45241	~22,000 Homes & Businesses
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Zone 2:	Mason, Symmes Township, Loveland Most Routes in: 45040, 45249 Select Routes in: 45140	~22,000 Homes & Businesses
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Zone 3 NKY:	Fort Mitchell, Florence, Fort Thomas, Hebron, Latonia, Erlanger, Newport, Covington, Park Hills, Crestview Hills, Villa Hills, Edgewood, Cold Springs Primary Routes in: 41017, 41042, 41075, 41048 Select Routes in: 41015, 41018, 41076, 41011, 41071	~22,000 Homes & Businesses
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- + Distribution and reach at prime local Kroger stores
- + Facebook contests & promotions
- + Inclusion in eMail newsletter programs for enhanced offers
- + Free digital printable coupons
- + Searchable coupons on mobile phones
- + Drives your website for search engine optimization
- + Marketing, Advertising and Offer Consulting
- + COMPLEMENTARY graphic design services available

Publication In-Home Date +/- 2 days for USPS	CLOSING DATE: FINAL Artwork and offers due BEFORE the 18 th of the prior month
December 7, 2015	
January 5, 2016	
February 3, 2016	
March 3, 2016	
April 1, 2016	
May 2, 2016	
June 1, 2016	
July 5, 2016	
August 3, 2016	
September 6, 2016	
October 4, 2016	
November 2, 2016	
December 1, 2016	

RATES AS LOW AS 1¢ PER HOUSEHOLD

Example rates with a 12 month agreement: \$200/month for quarter page; \$375/month for half page

Please call, text or email with any questions. We look forward to helping you grow your business as we grow ours.

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