

The Block Directory is Coming to Westtown & Thornbury

You're Invited to Get Involved!



January 2007

Dear Friends:

Recently a new directory concept was born in the community of Pleasant Grove. That idea was to help build a sense of community and pride by helping neighbors know a little more about each other and giving them a way to quickly get in touch.

The professionally designed and easy to use directory is now available in the kitchen of every home in Pleasant Grove, and the response has been fantastic! Both families and advertisers have raved about the directory — so much so, that through the help of friends and advertisers like you, we'll bring **The Block Directory** to surrounding neighborhoods.

An Everyday Essential for your Customers!

INDIVIDUAL PROFILES & CONTACT INFO DETAILED COMMUNITY MAP IMPORTANT EVERYDAY NUMBERS

The Block Directory will serve as an essential resource that **each and every family will rely on daily**. Inside, individual profiles will be listed that will include contact information, names, professions and even hobbies along with a community map, important phone numbers, and an **advertising directory, listing advertisers alphabetically and by industry**.

Outstanding Exposure for Your Business

PROMINENT ADVERTISING SPECIAL ADVERTISERS DIRECTORY LISTING IN EVERYDAY NUMBERS

Because **The Block Directory** has been designed for continued and everyday use, exposure to local customers can be greater than any other standard advertising medium. Advertisers that choose to prominently advertise their business, will be listed in a special "Advertisers Directory" found in the Table of Contents, and on an "Everyday Numbers" page that will restate the advertisers address, phone and web address (if available).

Easy Terms and Great Prices

Our ad space **starts as low as \$49**, and we offer sizes from business card to full pages—ask for custom sizes and color. See our rate sheet for specific prices.



Please make an early commitment to our directory and enjoy years of continued customer support and loyalty. **Call immediately for best placement—space is reserved on a first-come, first-served basis and is limited! 610-399-0915**

Sincerely,

Deborah Angus

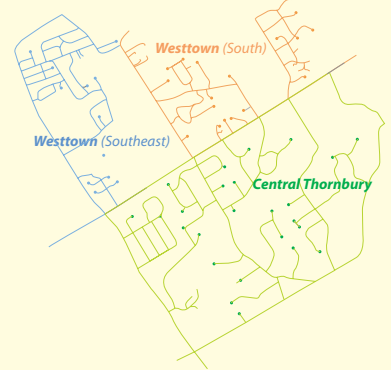
PUBLISHER

DEB@D2-ENTERPRISES.NET

610.399.0915

Serving over 1000 Households

Central Thornbury and Westtown South and Southeast



BONUS Extras

when you sign on as an advertiser

In home access to thousands of loyal customers

FREE directory listing

Long-term exposure

Fantastic prices

Prominent advertising

FREE Everyday Numbers' listing

Limited advertisers improves your exposure

Choose the neighborhoods best for you



303 Baywood Road | West Chester, PA 19382

SAVE UP TO

10%

CHOOSE THREE AND SAVE!

Rates Anyone Can Afford



Attention West Chester business owners— *The Block Directory* is currently publishing three new directories in the Central Thornbury and Southern Westtown areas. **Choose to advertise in all three directories and save!**

Did you know that it costs about \$600.00 to mail 1000 5.5 x 8.5" postcards one time?

The Block Directory is designed as an everyday essential for your core customer — one that will last for more than a year.

*That means you will **get seen** by potential or existing customers **time and time again** when you advertise.*

	SIZE	CHOOSE 1	CHOOSE 2	SAVE	CHOOSE 3	SAVE
Business Card	3.5 x 2"	\$ 49.00	\$ 93.10	\$ 4.90	\$ 132.30	\$ 14.70
Quarter Page*	3.875 x 5.125"	\$ 89.00	\$ 169.10	\$ 8.90	\$ 240.30	\$ 26.70
Half Page*	7.75 x 5.125"	\$ 159.00	\$ 302.10	\$ 15.90	\$ 429.30	\$ 31.80
Full Page (Black)	7.75 x 10.25"	\$ 289.00	\$ 549.10	\$ 28.90	\$ 780.30	\$ 86.70
(Color)	7.75 x 10.25"	\$ 992.00	Please inquire for pricing			

*A minimum number of orders must be received for us to provide full color service. Please inquire for pricing.

Important Notes for Advertisers

- 1 Because this is a directory, detachable coupons will not be permitted. However, special design considerations can be made for interested advertisers. Additional fees may apply.
- 2 D2-Enterprises reserves the right to reject any advertisement.
- 3 D2-Enterprises (publisher of *The Block Directory*) and any of its representatives or volunteers cannot be held responsible for any errors or omissions in advertisements that are provided or listed in the advertising directory. Every effort will be made to ensure accuracy and listings will be presented to advertisers for final approval. The advertiser must take full responsibility for approving final content and authorizing printing.
- 4 Advertising sales are limited to 20 pages per publication and will be sold and reserved on a first-come first-served basis. To reserve your placement a 50% deposit is required along with the insertion order. All fees must be paid prior to publication.
- 5 Due to the tight deadlines for production, cancellations cannot be accepted after a deposit is received. If full payment is not received prior to publication, the publisher reserves the right to omit the advertisement and retain the deposit.
- 6 Please make checks payable and remit to:
D2-Enterprises.net
303 Baywood Rd
West Chester, PA 19382

Important Information

Advertising Deadline: February 14, 2007

CONTACT: Deb Angus, 610-399-0915

Estimated Press Date: February 23, 2007

Distribution To Begin: March 5, 2007

Mechanical Requirements: Files should be forwarded in PDF or JPG formats and can be emailed to deb@d2-enterprises.net. Please develop high resolution files: black only (grayscale) files should be developed at a minimum of 150 dpi; color should be developed at a minimum of 233 dpi.

Design Services: Advertising creative development is not included in the insertion price. D2-Enterprises offers advertising creative development at the fee of \$65 per hour with a minimum fee of \$35.

File Handling Charges: Files that are forwarded and require no pre-press preparation or extra handling will incur no file handling charge. Should a file require attention, we will be sure to call and give you the option to correct the issue or authorize D2-Enterprises to complete the work. **Retouching and file handling will be offered at the discounted rate of \$65 per hour (minimum \$35).**

Order Form

Advertising Deadline: February 14, 2007

ADVERTISING DIRECTORY INFORMATION

Business Name

Address (No PO Boxes)

Website (if available)

CONTACT INFORMATION

Name of Authorized Representative

Store Phone Number

Cell Phone Number (for emergencies only)

REGION AND SIZE INFO

Choose 1, 2 or all 3 Regions

Westtown (Southeast) Westtown (South) Central Thornbury

Choose the Size and price according to the number of Regions

DESCRIPTION	SIZE	1 REGION	2 REGIONS	3 REGIONS
Business Card	3.5 x 2"	<input type="checkbox"/> \$ 49.00	<input type="checkbox"/> \$ 93.10	<input type="checkbox"/> \$ 132.30
Quarter Page[†]	3.875 x 5.125"	<input type="checkbox"/> \$ 89.00	<input type="checkbox"/> \$ 169.10	<input type="checkbox"/> \$ 240.30
Half Page[†]	7.75 x 5.125"	<input type="checkbox"/> \$ 159.00	<input type="checkbox"/> \$ 302.10	<input type="checkbox"/> \$ 429.30
Full Page	7.75 x 10.25"	<input type="checkbox"/> \$ 289.00	<input type="checkbox"/> \$ 549.10	<input type="checkbox"/> \$ 780.30
Full Page Color	2.5 x 10.25"	<input type="checkbox"/> \$ 992.00	Please call for pricing	

[†] A minimum number of orders must be received for us to provide full color service for these sizes. Please inquire for availability.

ADVERTISERS AGREEMENT

By signing below, I signify that I am an authorized representative of the above mentioned company and that I am authorizing (the attached advertisement / an advertisement that I will send via other means) to be published in the *The Block Directory*. I also understand and agree to the following:

- ◆ I am responsible for the completeness and accuracy of the advertisement.
- ◆ I will sign off on a final proof before press time that will fully signify the accuracy of the advertisement.
- ◆ Although every step will be taken to ensure the accuracy and completeness of your advertisement and directory information, the publishers of the *The Block Directory* and any of its employees or volunteers cannot and will not be held responsible for any possible financial or other loss incurred by the submission of the aforementioned advertisement and/or any error or omission thereof.

Signed Authorized Representative

Printed Name

Date

ORDER CHECK LIST

Please be sure you have completed all of the following items when submitting your advertising order.

Thank You!

- Fully Complete this form
- Select a Size
- Sign the Order Form
- Make checks payable to:
D2-Enterprises.net
- Mail the Order Form with a check made payable to:

ATTN: Deborah Angus
D2-Enterprises.net
303 Baywood Road
West Chester, PA 19382

- Send a high resolution digital copy of your ad to deb@d2-enterprises.net

* A special "Advertising Directory" will be featured where business websites and contact information will be listed by category and alphabetically separately from your ad insertion. **Please print neatly** and include as much information as possible.

Thanks much!

We truly appreciate your support of our new directory and wish you the best of luck in all your endeavors.

d2-enterprises.net

Deborah Angus, Publisher
303 Baywood Rd | West Chester, 19382