

Why Advertise in Take 5?

READ BY APPROXIMATELY 4000 PEOPLE WEEKLY

- 1000 copies of our publication can be found in many areas where potential customers are eating lunch, taking a coffee break, waiting for services, etc;
- Other similar publications in comparably sized towns have shown that, on average, each paper is read by 4 to 5 people;
- Provides lighthearted entertainment for potential customers with interesting jokes, puzzles, recipes, and horoscopes;
- Free for the public!

ADVERTISING FLEXIBILITY

- Advertisements can be modified weekly to update specials, sales and up-coming events, etc. at no extra charge. To ensure that the proper changes are made, we require that current clients submit their changes by 5 pm on Monday of each week. If no information is received, your most current ad will appear in Take 5.
- In order to provide you with the best service possible, we ask that new clients submit their information by Friday in order for their ad to appear in the following week's paper. This allows us to design several advertising design options and obtain your approval before the ad is printed.

COMPETITIVELY PRICED

- One to two new customers attracted to your business will pay for the weekly ad.
- Take 5's advertising packages are competitively priced!

GREAT EXPOSURE

- Customer advertisements are rotated on a weekly basis so all businesses get equal exposure in terms of ad location. The layout is new each week.
- Take 5 is now on-line!

Take 5 Is Now Online!

Attention Advertisers: Now your ad has increased visibility! Readers can view the current edition of Take 5 each week by visiting our website and reading online at www.take5publications.com!

Types of Advertisements

- **STANDARD 3" X 2" AD**
A total of twenty eight standard advertising spaces are spread over the left and right columns of both pages.
- **OVERSIZED 2" X 4" AD**
Four larger advertising spaces are available. Two ads are located at the bottom center of each page. These ads are 30% larger for more information and have a prime location.
- **"WHAT'S ON THE GO?" AD**
Each ad in "What's on the Go?" consists of 3 lines of text suitable to advertise the business name, brief details about their upcoming events/sales and their contact information. Best of all it costs only \$15 plus tax per week and there is no long term commitment!

Design Information

If you would like us to design an ad for you, simply provide our salesman, Fred, with the details that you would like included. If you would like to design your own ad, please use the following guidelines:

- Design your ad in the correct size for the space you have chosen (ie: 2" high by 3" wide). No poster size ads please.
- Design your ad in black and white. This will ensure the best clarity when it is transferred into the main document.
- Please forward your ad to us at info@take5publications.com by Monday of each week in pdf format, if possible.

FUN, FREE & FAMILY FRIENDLY!

TAKE 5

PUBLICATIONS



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What is Take 5?

- Take 5 is a FREE weekly publication designed to entertain the public in waiting areas, coffee shops, and restaurants and to serve the advertising needs of local businesses;
- In addition to advertising, the paper contains:
 - Brain Teasers & Su Doku
 - Enlightening Horoscopes
 - Funny Stories
 - Strange Laws
 - Tasty Recipes
 - Totally Useless Info
 - And more!
- Take 5 contains only good news. It is fun and positive. Our paper is fun, free, and family friendly!

TAKE 5 ADVERTISING CONTRACT

Business Name: _____

Address: _____

E-mail: _____

Phone Number: _____

Fax Number: _____

Advertising Option Selected:

1. 3"x2" Advertisement

AD DURATION	TOTAL COST*	WEEKLY COST*	CHECK ONE
4 Weeks (1 Month)	\$108.00	\$27.00	
13 Weeks (3 Months)	\$325.00	\$25.00	
26 Weeks (6 Months)	\$611.00	\$23.50	
52 Weeks (1 Year)	\$1144.00	\$22.00	

*Plus HST

2. 2"x4" Advertisement

AD DURATION	TOTAL COST*	WEEKLY COST*	CHECK ONE
4 Weeks (1 Month)	\$134.00	\$33.50	
13 Weeks (3 Months)	\$403.00	\$31.00	
26 Weeks (6 Months)	\$767.00	\$29.50	
52 Weeks (1 Year)	\$1456.00	\$28.00	

*Plus HST

Method of Payment

- Lump Sum Payment
 Monthly Payment

Duration of Contract/Start Date _____

Confirmation of Acceptance

The terms specified in this advertising agreement have been accepted. Take 5 is hereby directed to proceed with creating an advertisement for this client. The original design is to be reviewed and approved prior to being placed in the paper. The ad will be run in Take 5 for the number of weeks specified at the above noted fee. Invoice payment terms n/30.

Date _____

Signature _____