

## A SIMPLE OFFER FOR COMPLEX TIMES

# FREE ONLINE ADVERTISING FOR OUR LOYAL PRINT ADVERTISERS

## **WASHTRENDS LIVE** – Coming in March 2009! Our new WashTrends interactive Web site

### Who gets what for FREE!

#### Premium Position (Covers, Pages 1) Full Page Advertisers – 4X insertions

- Display ad on home page (Web)
- Expanded Buyer's Guide listing with logo, brand and product list (Web)
- Expanded New Product Gallery listing with logo and photo (Web and Print)
- Audio interview with your CEO or other company designee (Web)
- Video (advertiser supplied) on Web

#### Full Page Advertiser – 4X insertions

- Display ad on secondary Web page (options available) (Web)
- Expanded Buyer's Guide Listing with logo, brand and product list (Web)
- Expanded New Product Gallery Listing (Web and Print)

#### Half Page Advertiser – 4X insertions

- Expanded Buyer's Guide Listing (Web)
- Expanded New Product Gallery Listing (Web and Print)

#### Third Page Advertiser – 4X insertions

- Expanded Basic Buyer's Guide Listing (Web)
- Basic New Product Gallery Listing (Web and Print)

#### Sixth Page – 4X insertions

- Expanded Buyer's Guide Listing (Web)

All advertisers, regardless of size or frequency of ad, receive a FREE Basic Buyer's Guide listing (Web), which includes company name, address, phone, fax, email, 25 word description and hot link to Web site.

**IMPORTANT:** Any 4X insertion buyer who would like to go with a larger (or smaller) size ad in a subsequent issue (within the contract term) we be charged at the 4X insertion rate for the new size ad. Your Web advertising package will also be adjusted based on the new ad size. In the event of cancellation, you will be charged the difference between the 4X rate and rate for the issues in which your ad appears. [This is a limited time offer designed to help our advertisers stay with us – regardless of the economy's ups and down.](#)

**Note:** Web advertising for the March/April 2009 launch period is only available to 4X insertion advertisers. Rates for Web advertising have not yet been set.

Ad Space Reservation Deadline: February 12

Ad Copy Deadline: February 20

Distribution: March 23 – April 1