



Small Town Life Magazine

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Each year, Small Town Life Magazine sets up a booth at the Indiana County Fair where we give out 1,000 copies of our Special Food Issue. Each magazine is placed in a clear bag along with 20 flyers and/or advertising specialty items from other companies and business people.

Our readers enjoy this program because they get coupons, gifts and information from other companies along with our most popular issue of the year - the Special Food Issue, which is packed full of recipes and food preparation tips.

We offer this program because it helps offset the cost of setting up

and staffing the booth and paying for the magazines and bags we give away at the fair booth each year.

Other companies enjoy this program because they can distribute 1,000 flyers or advertising specialty items without the cost and time involved in being at the fair all week. Plus, they get to specifically reach Small Town Life Magazine readers.

We are now taking reservations for individuals and companies who would like to be one of the 20 flyers (or advertising specialty items) given away

with our magazine at the booth. If you would like to reserve your space, contact us to hold your space. When the 20 spaces are filled, we will not take any more reservations.

Frequently Asked Questions

- 1. What is the total cost of participating?** The only cost involved is the \$50.00 to have us stuff your flyers in with our magazines. (You may choose to hire someone to create a flyer for you - that is totally up to you. We are happy to recommend an artist and a printer if you need help. Their fees are separate from ours.)
- 2. I have a booklet with multiple pages. Can I use that as my bag insert item?** Yes, but all multiple page items must be pre-approved. (We won't take items that are excessively heavy.) Also, multiple page publications will cost you \$100.00 instead of \$50.00 to have stuffed into our bags.
- 3. Can I share a flyer with another company?** Yes, we do not care if you share the flyer. The cost is \$50.00 for an 8 1/2 by 11 inch piece of paper. You can fold it - Print on the front and back - Use colored paper - anything that makes you happy. The way you give it to us, is the way we will have it stuffed in the bag. NOTE: We will not fold brochures for you.
- 4. Can I give you fewer than 1,000 copies of my insert?** Yes, you may give us any quantity up to 1,000 pieces. You must still pay the \$50.00 price - no matter how many inserts you give us.
- 5. When do I pay for this program?** You must have your items and payment delivered to our office on Philadelphia Street by August 25th to be included in the program. We will NOT accept delivery of any items without payment.

Indiana County Fair Magazine Give-Away 2006 Flyer Insert Reservation Form

Contact Name: _____

Company Name: _____

Street Address: _____

City/State/Zip: _____

Phone: _____

What will you be giving us? (flyer or ad speciality item)

Are you sharing a flyer with another company?
(If yes, please give us the name of the other company.)