

## DEAR YEARBOOK ADVERTISERS:

The City of Clawson is now in the process of coordinating the 2010-2011 City Yearbook.

The yearbook is distributed to all residents in the City of Clawson and is available to all individuals that visit city hall as a new resident or businessperson. Resident's have become accustomed to receiving this book prior to the 4<sup>th</sup> of July celebration and keep it handy all year as a directory.

This yearbook is put out by the City of Clawson and has been distributed to the city's residents for over 40 years. This is a great advertising device and all new residents also receive it with the city's WELCOME PACKET to familiarize themselves with the city businesses and city offices. I hope you will give us an opportunity to help you promote your business in the community. If you would like to see a copy of the 2009-2010 yearbook you may obtain one at city hall.

The city makes every effort not to increase the cost unless it is absolutely necessary. We **DO NOT** make any profit on this publication. Our goal is to collect enough from the advertisers to pay for the printing costs and delivery of the book.

- **ALL ads MUST be in by March 12, 2010.**
- If you want help in designing a layout for an ad call Linda @ (248) 435-4500 Ext, 110 and she will help design an ad for you.
- **PLEASE fill out the AD REQUEST SECTION (other side of this sheet) and mail it in with your ad information and payment.**

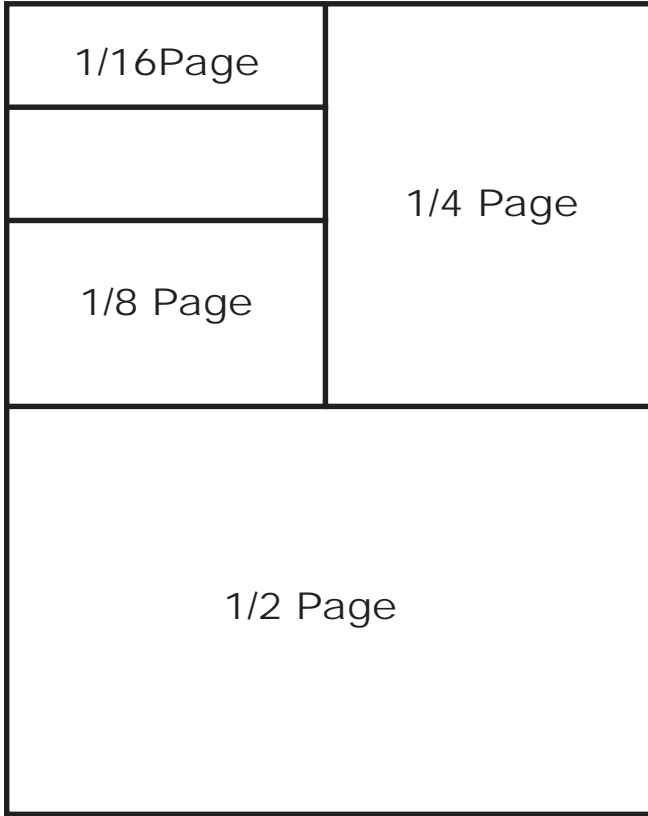
**YOU MAY ALSO EMAIL YOUR AD TO ME  
PREFERRABLY IN A PDF FORMAT.  
I USE ADOBE PAGEMAKER TO  
COMPILE THE YEARBOOK.**

**CONTACT:  
LINDA BROOKINS  
WITH ANY QUESTIONS AT  
(248) 435-4500 Ext. 110**

The City understands that everyone is having a difficult time right now. Please know that this book is a great advertising agent for businesses in the city. Many of our residents use this book as a reference to patronize the community businesses.



A Yearbook page is 8 1/2 x 11  
This is just a small layout  
of ad sizes.



## DEAR ADVERTISERS.....

Please have all ads to me by the deadline because the book needs to be compiled which is a time consuming job. The sooner ads are to me the sooner I can complete your ad and send you a copy for your perusal.

## CHURCHES & CIVIC ORGANIZATIONS

Churches & Civic Organizations get a **50% DISCOUNT** off the ad rate.

*IF YOU HAVE ANY QUESTIONS REGARDING AD SIZE, AVAILABILITY OR LAYOUT PLEASE CONTACT:  
LINDA BROOKINS at (248) 435-4500 Ext. 110*

CHECKS for ad space are to be made out to:  
CITY OF CLAWSON / TREASURER  
425 N. Main Street, Clawson, MI 48017

*THIS NOTE IS TO INFORM EVERYONE THAT THEY HAVE THE OPPORTUNITY TO HAVE THEIR AD ON THE INSIDE FRONT OR BACK COVER. (BACK OUTSIDE COVER IS TAKEN) BOTH COVER SPOTS ARE AVAILABLE TO THE FIRST BUSINESS THAT DROPS OFF THEIR APPLICATION AND PAYMENT FOR THE AD.  
THE COVER ADS INSIDE AND OUT ARE DONE IN FULL COLOR (THE INTERIOR PAGES ARE BLACK/WHITE).*

**INSIDE FRONT & BACK COVER  
\$525.00 EACH**

## 2010-2011 CLAWSON YEARBOOK AD REQUEST

AD SIZE REQUESTED (Check the ad size & price)

1/16 page \$ 60.00  
 1/8 page \$ 90.00  
 1/4 page \$180.00  
 1/2 page \$275.00  
 Full Page \$440.00

Business Name \_\_\_\_\_  
 Business Address \_\_\_\_\_  
 Owner's Name \_\_\_\_\_  
 Phone Number \_\_\_\_\_  
 Fax Number \_\_\_\_\_  
 E- Mail \_\_\_\_\_  
 Web Site \_\_\_\_\_

50% discount for churches and civic organizations

TOTAL: \$ \_\_\_\_\_

**THE FINAL DUE DATE FOR ALL ADS IS MARCH 12, 2010.**