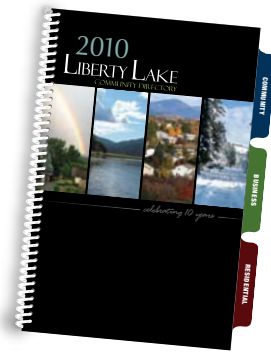


2011 LIBERTY LAKE COMMUNITY DIRECTORY



Reserve your space today!
(509) 242-7752

text listings

Standard: free*

Business name, address and phone number

*if located in Liberty Lake

EXAMPLES ▼ (actual size)

Curves

1235 N Liberty Lake Rd Ste 104 | Liberty Lake WA 99019 | 509-922-6470

Enhanced: \$40

Specify category
List e-mail, website or additional number
Use of bold and capitalization.

An Enhanced Listing is included free with any purchase of a graphic advertisement listed below.

LIBERTY LAKE PET SITTERS

www.libertylakepetsitters.com | Liberty Lake WA 99019 | 509-926-8640

Color Enhanced: \$65

Name of business can be in one of six colors



LIBERTY LAKE MUNICIPAL LIBRARY

23123 E Mission Ave | Liberty Lake WA 99019 | 509-232-2510

Logo Enhanced: \$130

Add an additional line of text and color, logo, or special font



JET GREEN LAWN & TREE CARE

Best prices • Organic & phosphate-free fertilizer • Commercial & residential • Interior/exterior pest control.

Liberty Lake WA 99019 | 509-981-0740



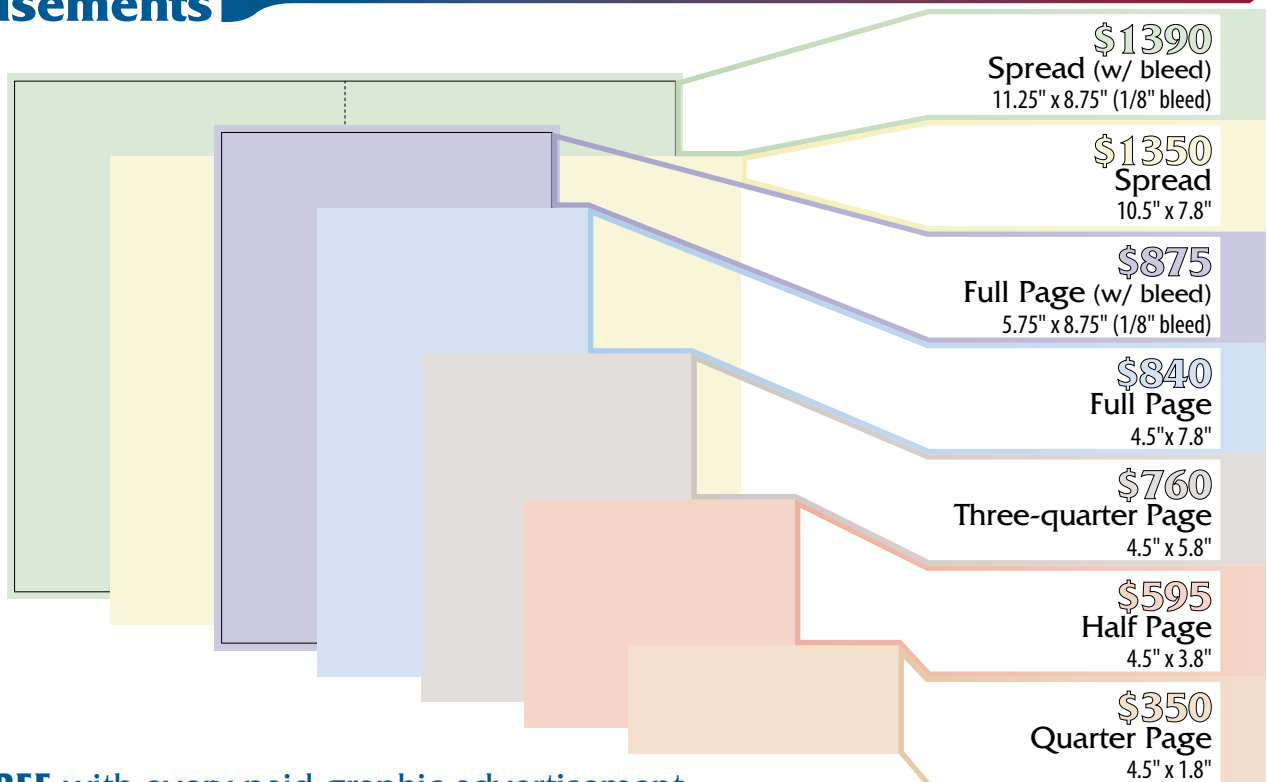
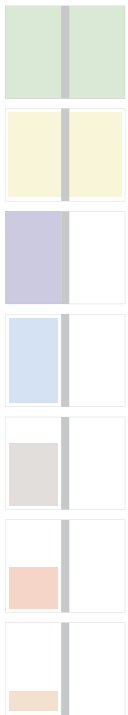
ZEPHYR LODGE & CONFERENCE GROUNDS

Retreats, Camps, Seminars, Conferences, Holiday & Birthday Parties, Weddings, Showers, Family Camping & Reunions.

1900 S Zephyr Rd | Liberty Lake WA 99019 | 509-255-6122

No discount applies to text listings.

graphic advertisements



Included **FREE** with every paid graphic advertisement:

Enhanced Listing:

See "text listings" above

Business Locator Map:

Business name and photo • Spot on Locator Map • Listing in Quick Guide and Directory

Available without ad for \$200



Use your Splash discount:

Advertisers with a current and active Splash contract can use that discount when placing Directory ads. Ads must be for the same business.

No discount applies to premium placement or text listings.

special advertising opportunities

Restaurants Menu Guide

- Restaurant and menu offerings — ad must include menu to be listed in Restaurants Guide section
- \$840 Full Page ad or \$595 Half Page ad — Splash discount applies
- Free Logo Enhanced Listing (\$130 value) or \$130 credit toward ad elsewhere



Coupon Page Ad

- \$500 two-sided Quarter Page ad
- Placement on page with other cut-out coupons in the back of the business section
- Free Color Enhanced Listing (\$65 value) under the business category with direction to see coupon page, or \$65 credit toward an additional ad or upgraded listing



Art Contest Sponsorship

Ask about ways to be involved in our community art contest for kids. Opportunities are available to donate prizes or to become a major sponsor by investing financially. Participating advertisers receive recognition in promotional flyers and art contest spread in the directory.

premium placements

Premium placements come with a Quarter Page ad or \$350 credit toward another ad inside near your listing. Premium placements are sold on a first-come, first-serve basis. Call today to reserve your space!

Back cover \$3200	Divider tab \$3100	Left inside front cover \$1850	Right inside front cover \$1850
Pages 4-5 spread \$2400	Left inside back cover \$1450	Right inside back cover \$1450	Page 6 \$1350

All other premium placement requests \$100

Frequently Used Numbers Spread

- Premium placement ad
- Sold on a first-come, first-serve basis
- \$800 Half Page or \$550 Quarter Page
- Free Logo Enhanced Listing (\$130 value) or \$130 credit toward ad elsewhere



about the directories

The Community Directory is an annual publication by Liberty Lake-based Peridot Publishing LLC, which also publishes The Liberty Lake Splash weekly newspaper. The Directory is distributed to every address in Liberty Lake, saturating the community with around 6,000 copies. Local businesses are also stocked with copies so that people who work in or visit the area have access to community information.

"As a small business owner it is important to track my marketing efforts and monitor the return on investment. I can say without a doubt that the community directory has been my single largest draw for new quotes in each of the last three years. If I could only use one marketing idea, this directory would be my choice."

— Elizabeth Caldwell, Liberty Lake Insurance Services



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**Advertising deadline for 2011 Directories: Sept. 17, 2010
Distribution of 2011 Directories: December 2010**



Peridot PUBLISHING LLC

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