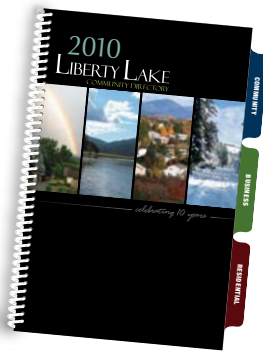


# 2011 LIBERTY LAKE COMMUNITY DIRECTORY



**Reserve your space today!**  
 (509) 242-7752

## text listings

**EARLY BIRD SPECIAL:** RECEIVE THESE RATES FROM LAST YEAR WHEN YOU RESERVE AND PAY FOR YOUR AD BY JUNE 30!

### 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: \$110

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



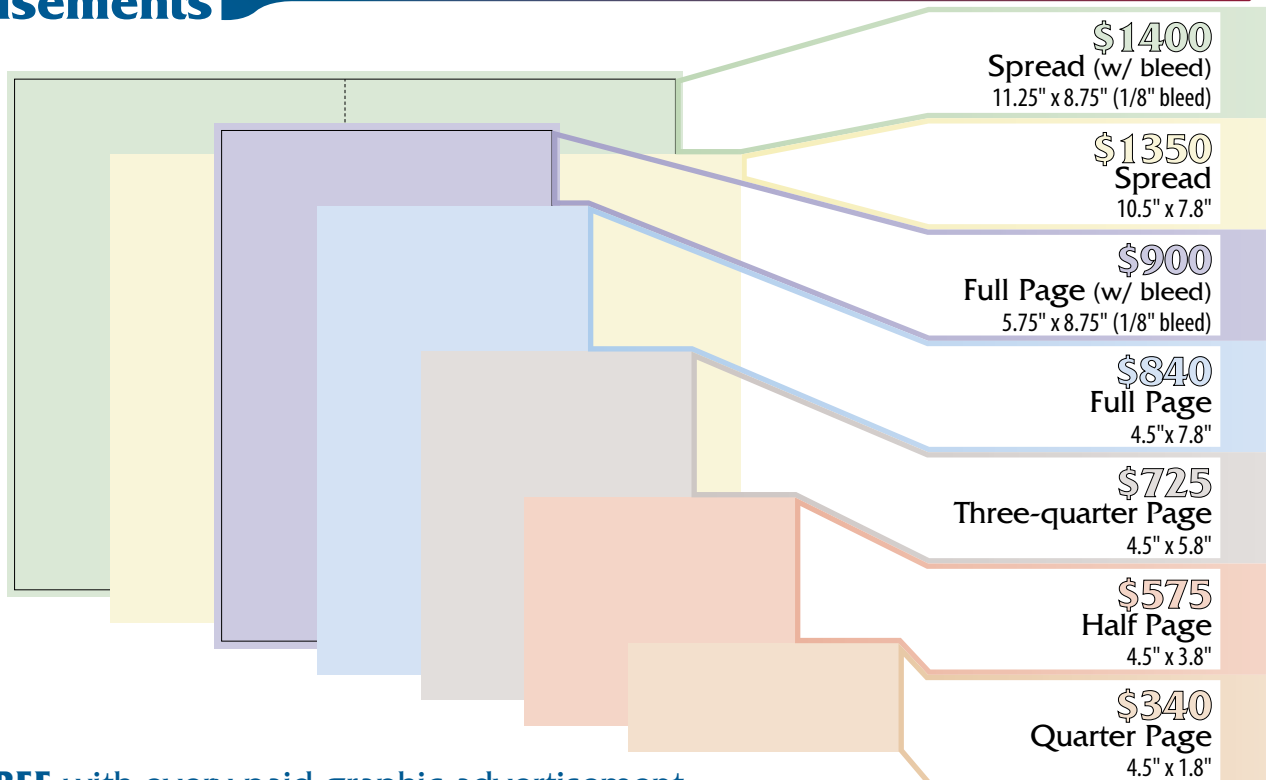
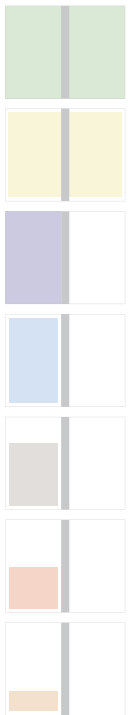
**ZEPHYR LODGE & CONFERENCE GROUNDS**

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
- \$800 Full Page ad only — Splash discount applies
- Free Logo Enhanced Listing (\$110 value) or \$110 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 Enhanced Listing (\$40 value) under the business category with direction to see coupon page, or \$40 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 \$340 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 <b>\$3100</b>	Divider tab <b>\$3000</b>	Left inside front cover <b>\$1800</b>	Right inside front cover <b>\$1800</b>
Pages 4-5 spread <b>\$2100</b>	Left inside back cover <b>\$1400</b>	Right inside back cover <b>\$1400</b>	Page 6 <b>\$1300</b>

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 (\$110 value) or \$110 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



# 2011 LIBERTY LAKE COMMUNITY DIRECTORY

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**Early Bird deadline for 2011 Directories: June 30, 2010**  
**Advertising deadline for 2011 Directories: Sept. 17, 2010**  
**Distribution of 2011 Directories: December 2010**



**Peridot PUBLISHING LLC**

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