

## The gist

Back for its second year, It's Your Business is an advertorial section featuring the stories of local businesses. It is strategically aimed at educating and motivating consumers to support local businesses (see the actual publisher's letter that will introduce the book below). This year's edition has been completely reformatted to help make the publication as accessible as possible to all local businesses and to increase the shelf life of the publication.

## The format

The 2010 It's Your Business will be printed on HiBrite paper and stitched and trimmed, giving it more of a magazine feel. The size of the full-color publication — each page will measure approximately 7.75 by 9.75 inches — will give it the ease and enjoyability of a breakfast table read. Stories of participating businesses will be grouped by size and organized into the publication's five business categories (**Community and Education, Food and Dining, Health and Wellness, Retail and Shopping, and Services**). Each story will be accompanied by a breakout box called Biz Bits offering a brief description and contact information for each business. Biz Bits can be expanded to include other fun facts as space allows.

## The distribution

A total of 7,000 copies of the publication will be printed. Just over 4,000 will be delivered by mail inside the April 8 Splash to all of the homes and businesses in greater Liberty Lake. The balance will be set out at high-traffic distribution points in Liberty Lake, Otis Orchards, Spokane Valley and Post Falls as well as shared among participating businesses.

## The story

All of the content in It's Your Business is intended to inform, enlighten and hold the attention of the reader. Each story will be the joint effort of the participating business and a member of our special projects team. Our communication experts will work with you in generating ideas and packaging and crafting the content. This is not intended to be a section of advertising scripts, but a storytelling venture that increases consumer awareness without ignoring the importance of motivating him or her to action.

**Reservation deadline: March 19**  
**Distribution date: April 8**

## Why read this section? It's Your Business.

I was talking to a friend and fellow business owner this past year who had a lament. Her hand-built, community-oriented small business was — like most of us — taking its lumps in this unsympathetic economy. Yet her disappointment was not so much in the loss of business, but where it was being lost. To national chains. To the internet. Not, as one might expect, to a lack of available consumers.

Of course, neither of us believed the solution to this common problem is guilt-tripping residents about spending their money at faraway.com. Community businesses must do their part to remain competitive and

attractive with a one-two punch of fair pricing and face-to-face service.

After that, the rest is story-telling. When neighbors learn more about each other — and about each other's businesses — a true sense of community is achieved. We all begin to see ourselves as part of the story of this slice of earth we jointly label "home."

Enter this second annual section of advertorials, what we have purposely called "It's Your Business." Our intent is to help local businesses share information about themselves in a traditional story format, and we



simply ask you to read it. We think you'll learn some wonderful things about your neighbors, and we hope the end result is that you will be further motivated to support local goods and services.

This project is an effort to remind readers that buying local is not an old-fashioned, sentimental concept. It's actually at the center of a healthy and vibrant community. Local businesses contribute to our economic vitality, providing services and funding to maintain and advance our quality of life. In turn, a healthy community provides a safe and desirable haven for its residents.

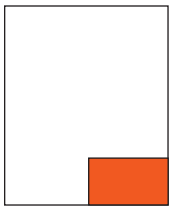
This cycle completes when these residents — you — support local businesses.

I've said it before, but I truly believe the success of this community is not just his business or her business or their business. It's my business. And, neighbor, it's yours.

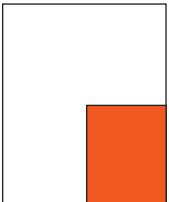
May the stories in the pages that follow excite you anew about being an active member of our unparalleled community.

**Josh Johnson**

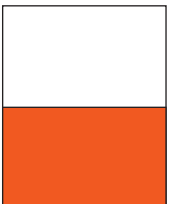
Local resident. Local business owner.  
Local consumer.



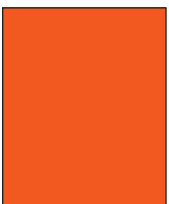
**1/8 page: \$62.50**  
About 50 words plus Biz Bits  
3.36" wide x 2.03" tall



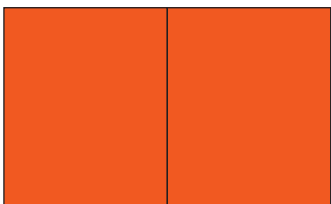
**1/4 page: \$125**  
About 125 words plus Biz Bits  
3.36" wide x 4.23" tall



**1/2 page: \$250**  
About 400 words, plus Biz Bits  
Optional use of images or other graphics  
(story length will reduce correspondingly)  
7.08" wide x 4.23" tall



**Full page: \$500**  
About 800 words, plus Biz Bits  
Use of images or other graphics encouraged (story length will reduce correspondingly)  
Use of sidebars such as a column to "package" material encouraged  
7.08" wide x 8.625" tall



**Spread: \$1,000**  
About 1,600 words, plus Biz Bits  
Use of images or other graphics encouraged (story length will reduce correspondingly)  
Use of sidebars such as a column to "package" material encouraged  
14.83" wide x 8.625" tall

**Dr. Ralph introduces rewards**

**Biz Bits**  
Dr. Scott Ralph Orthodontist

**Description:** Specializing in perfect smiles for patients young and old.

**Location:** 25505 E. Appleway Ave., Ste. 204, Liberty Lake

**For more:** 509-892-9284 or [www.DrScottRalph.com](http://www.DrScottRalph.com)

LIBERTY LAKE — Orthodontist Dr. Scott Ralph recently initiated a new program that recognizes patients for great visits and progress in their orthodontic care. The program is called Rockin' Rewards.

"We have the best patients," Ralph said. "This program helps us congratulate them while offering incentives."

ACTUAL SAMPLE  
SIZE FOR 1/8 PAGE  
ADVERTORIAL

## Need a traditional ad?

### Premium placements

(First come, first served)

### Discounts

A traditional, non-story ad can be purchased at the same dimensions and pricing of the advertorials.

**Requests:** Full page and larger advertisers can pay an additional \$100 to guarantee a specific placement request (such as being the first story in a section).

**Page 2:** \$800 A full page ad with full bleed is available adjacent to the publisher's letter and index.

**Back page:** \$800 A full page ad with full bleed anchoring the publication.

**Cover story:** One cover story is available for \$2,500. This advertiser will be featured with a photo that will serve as the dominant image on the cover, and the package will include an inside spread promoted from the cover.

Splash contract discounts apply to any purchase, including premium placements, and all buys count toward the fulfillment of agreed to contract advertising levels.

**Contact Janet today to advertise!**

**509-242-7752**

[janet@libertylakesplash.com](mailto:janet@libertylakesplash.com)

THE  
**Splash**

2310 N. Molter Rd., Ste. 305  
Liberty Lake 99019  
509-927-2190 fax

[www.libertylakesplash.com](http://www.libertylakesplash.com)