

2010 Hilltown Business Directory Reservation ~ Print & On-Line

The Hilltown Business Directory, produced since 1984 by Hilltown CDC, helps residents, businesses and visitors find what they need locally. By doing business in the Hilltowns whenever possible, we keep our money circulating locally, we support a sound economic base for our towns, and we create local jobs for Hilltown residents.

In addition to the printed directory, the Hilltown Business Directory is available on-line all the time, at www.hilltowncdc.org. Funding for the Hilltown Business Directory comes entirely from paid listings and advertisements. The Directory is mailed in December to 13,000 households in 20 towns.

A Basic Business listing is \$40 and includes your contact information plus a 25-word description. Listings appear in your chosen Business Category and are indexed by Town as well, both in the printed 2010 Hilltown Business Directory, and On-Line at www.hilltowncdc.org. The 2010 book will be printed and distributed in December 2009 and the On-Line directory will be active for the full year 2010.

Complete your contact information and business description. Choose your business category(s) and indicate if you also want a display advertisement. Determine your payment amount. Mail or deliver your completed reservation, payment, and electronic or camera-ready artwork to the Hilltown CDC by **August 28, 2009**. No additions or changes may be made after September 25, 2009.

Note: If you wish to list more than one business, please complete a separate reservation form for each and provide full payment. You may photocopy this form or print one from our website at www.hilltowncdc.org

1. Complete the following Contact Information:

Business Name:	Business Phone:
Contact Name:	_____ Phone:
Location Address:	Business Fax:
Location Town, State & Zip:	Email Address:
Mailing Address or P.O. Box:	Website:
Mailing Town, State & Zip:	Preferred contact (Email/Phone/Mail):

(Will not appear in your listing)

To list your business in the directory, it must reside in one of the following towns: Ashfield, Becket, Blandford, Chester, Chesterfield, West Chesterfield, Cummington, Goshen, Haydenville, Hinsdale, Huntington, Middlefield, Montgomery, Otis, Peru, Plainfield, Russell, Washington, Westhampton, Williamsburg, Windsor, or Worthington. **Businesses outside these towns** may purchase a Display Ad to promote their business to Hilltown customers.

2. Provide your Business Description:

Please fill in the boxes below, with one word in each box. Your full contact information (above) plus 25 words of description are included in the base listing price of \$40. Each additional word, up to 30 words total, is \$1.

25 words = \$40	26 words = \$41	27 words = \$42	28 words = \$43	29 words = \$44	30 words = \$45

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3. Choose up to 3 Business Categories from the list on Pages 4 and 5:

Primary Category 1: _____ (Included in listing)
 Add'l Category 2: _____ (\$20 additional)
 Add'l Category 3: _____ (Another \$20 additional)

4. Choose a Display Ad Size (if desired):

1/3 page Horizontal Ad or "Business Card" Ad (4½" W x 2½" H)	\$100
2/3 page Vertical Ad (4½" W x 5" H)	\$175
Full page Ad, non-inside front or back cover (4½" W x 7½" H)	\$250
Full page, Sponsorship ads—inside front or back cover (4½" W x 7½" H) First come, first served. Please call Seth Isman at (413) 296-4536, ext. 12 with your credit card payment to reserve your space.	\$1,000

Ad placement and corresponding categories: We cannot guarantee placement page or position (except Sponsorship ads). Every effort will be made to place a display ad near its corresponding listing (if applicable) or in its primary category in the printed Directory. On-line Display Ads will appear with corresponding listing detail and will rotate within all categories and on the overall site; however, ad position cannot be guaranteed.

5. Determine Payment:

Basic Business Listing: Business contact information will appear in the 2010 printed and on-line directories at www.hilltowncdc.org for one calendar year. <ul style="list-style-type: none"> Business description of up to 25 words. Business listing in one chosen Category, one Town, and in the Index by Business and Contact name. 	\$40	_____
Additional Description Words: 25 words are included in a standard listing. You may choose up to 5 additional words (30 words total) at \$1 per additional word.	_____ # of words over 25 at \$1 per word	_____
Additional Categories: One category is included with a basic listing. Up to two additional business categories may be added at \$20 per additional category.	_____ # of additional categories at \$20 each	_____
Display Ads*: Electronic artwork is preferred and must be supplied in the correct size on a Mac compatible CD, or by email. Image should be 300 dpi (print quality) tif, eps, or pdf files. Do not send JPEG files. Ads delivered in non-electronic form will incur an additional Scan Fee (see below).	1/3 pg Horizontal: \$100 2/3 pg Vertical: \$175 Full Page: \$250 Sponsorship: \$1000	_____
Scan Fee: Ads delivered in non-electronic form, and sized to fit ad space, will be scanned at \$15 per scan. For a 1/3 page ad, a business card (black and white) can be scanned and enlarged for the \$15 scanning fee.	\$15	_____
Member Discount: If you are a member of Hilltown CDC, deduct \$5 from the total. If not, join Hilltown CDC today, and take \$5 off today. Membership is \$25 for a business. Membership is in addition to Business Directory fees.	\$25 \$5 discount	_____ _____
Total Payment Due:		_____

*Display Ad fees are in addition to Basic listing fees. The listing fee is not waived with purchase of advertising.

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5. Submit Full Payment with Reservation.

Payment is preferred by check or money order (payable to Hilltown CDC) to avoid credit card processing fees. Payment in full is required with your reservation. After September 25, there will be no refunds. Mail all reservations and payments to:

Hilltown CDC, P.O. Box 17, 387 Main Road, Chesterfield, MA 01012

To pay by credit card: Hilltown CDC accepts MasterCard or Visa. You may **Mail** in your reservation (including credit card information below) and Display Ad; or call (413) 296-4536 to provide the credit card information below.

MasterCard or Visa, circle one: MC VISA

Name as it appears on credit card: _____

Billing Street Address: _____

Billing City, State and Zip: _____

Credit Card Number: _____

Expiration Date: _____ 3-Digit Code: _____

Billing Address Phone Number: _____

Frequently Asked Questions (FAQs)

What towns qualify as "Hilltowns?"

To list your business in the directory, a location or mailing address must be provided in one of the following towns: Ashfield, Becket, Blandford, Chester, Chesterfield, West Chesterfield, Cummington, Goshen, Haydenville, Hinsdale, Huntington, Middlefield, Montgomery, Otis, Peru, Plainfield, Russell, Washington, Westhampton, Williamsburg, Windsor, or Worthington.

I live in the Hilltowns, but my business is located elsewhere. May I still do a Basic listing?

If you conduct business from your home, you may list your home address as your Hilltown location and your business address outside of the hilltowns as your mailing address.

I serve many Hilltown customers, but my business is out of the area. May I still advertise?

Businesses located outside the Hilltowns may purchase a Display Ad to reach Hilltown customers.

I have two businesses, may I list them both?

Please complete a separate Reservation Form and provide full payment for each business. You may photocopy the reservation form or print one from our website at www.hilltowncdc.org.

My description is too long, may I buy more words?

25 business description words are included in a Basic business listing. You may choose up to 5 additional words (up to 30 words total) at \$1.00 per additional word.

My business belongs in more than one category ... or my business category isn't represented?

If your business belongs in more than one category, it may be listed in up to two additional business categories (total of three) for an additional fee. If your business doesn't fit an existing category, contact HCDC and we'll adapt an existing category or add a new one.

I want a display ad -- do I have to buy a listing, too?

Listings and Display Ads are priced separately. You may reserve a Display Ad, or a listing, or both. Your total payment will be based on what you choose to include.

How can I provide you with my ad?

Send your display ad in the correct size by email, or mail on a Mac compatible CD. Image should be at least 300 dpi (print quality) in a tif, eps, or pdf file. Do not send jpeg files as they are compressed and not optimal for printing. Any camera-ready ad (sized to fit ad space) may be scanned at a cost to you of \$15.

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May I send you a business card instead of an ad?

A 1/3 page ad can be created from a business card (black and white) for the \$15 scanning fee.

Can you design an ad for me?

If you require ad design services, HCDC can refer you to a graphic designer.

May I have my ad run in a particular category?

We cannot guarantee page placement or position (except Sponsorship ads); however, every effort is made to locate an ad in or near its corresponding category. If you are listed in more than one category, please list your primary category first for the display ad.

How may I pay for my ad?

By check (payable to Hilltown CDC), money order or credit card. Payment is preferred by check or money order to avoid credit card fees. Payment is required in full with your reservation.

To pay by credit card, provide your MasterCard or Visa information by mail, fax it to us at (413) 296-4020 or call (413) 296-4536 with your information. Please include your credit card number, expiration date, name as it appears on the card, billing address and 3-digit code from the reverse side.

Send payment to Hilltown CDC, P.O. Box 17, 387 Main Road, Chesterfield, MA 01012

Still more Questions? Contact HCDC at (413) 296-4536 or email at businessdirectory@hilltowncdc.org

Business Categories (list spans two pages)

Choose up to Three Categories for Your Business and List them in Priority Order on Page 2.

The first category is included in the Basic Listing price; additional categories are \$20 per category.

Accommodations / B & Bs	Horse Services and Boarding
Accounting, Banking, & Financial Services	Instruction
Alternative Energy	Insurance
Animal & Veterinary Services	Interior Design & Decorating
Antiques & Galleries	Jewelry and Fine Gifts
Appliances	Landscape Architecture & Site Work
Architects and Industrial Design	Landscaping, Plants, Garden Supplies & Tree Services
Artists & Craftspeople	Livestock
Attorneys	Logging, Lumber & Firewood
Audio System Products and Services	Mail Order
Automobiles, Motorcycles & Recreational Vehicles	Masonry & Tile
Builders, "Green"	Massage Therapy and Bodywork
Building Repair & Restoration	Museums & Historical Societies
Building Supplies	Music Instruction & Musical Instruments
Building Trades, Other	Natural Products
Cabinetmakers & Furniture	Notaries Public
Carpenters	Painting, Interior / Exterior
Childbirth Services	Personal Care
Childcare Providers & Preschools	Pharmacies
Christmas Trees	Photographic & Video Services & Products
Cleaning Services & Rubbish Removal	Plumbing & Heating
Clothing	Property Maintenance & Snow Plowing
Computer / Technology Products & Services	Real Estate Sales & Rentals

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Concrete & Foundations	Recreation & Travel
Consulting, Marketing & Business Services	Religious Organizations
Custom Sewing	Rentals
Dance & Fitness	Restaurants, Cafes & Caterers
Driveway & Parking Lot Maintenance	Retail Stores
Elder Care	Sawmill Services
Electrical	Schools
Employment & Temporary Help	Sewing Machines, Sewing Supplies & Classes
Engineers	Sign & Banner Production
Entertainment & Music	Small Engine Repair
Environmental Services & Land Surveying	Social Services
Excavating & Septic	Special Events & Weddings
Farm Products & Supplies	Specialty Foods & Supplies
Farms & Farm Stands	Stonework
Forestry Work	Storage
Fuel / Oil / Propane	Thrift & Second Hand Stores
Funeral Homes	Transportation & Trucking Services
General Contractors & Home Improvement	TV & Appliance Service
Gift Shops	Upholstery
Graphic Designers	Website Developers
Grocery, Convenience & Package Stores	Wells / Pumps Installation & Repair
Hair Stylists, Beauty Products & Services	Wines & Spirits
Handyman	Writers, Writing Workshops
Hardware Stores	
Healthcare	
Healthcare, Alternative	

**Thank you for listing and advertising in the Hilltown Business Directory.
Hilltown CDC is an equal opportunity provider and employer**

The **Hilltown Community Development Corporation** is a community-based organization. We work with you to improve the quality of life in the Hilltowns by addressing economic, housing, educational and social needs while preserving the rural character of our region.

Our **Economic Development** program helps local businesses start, grow and prosper. We provide computer and business training, technical assistance and consulting, and marketing through the annual Hilltown Business Directory. Over 500 businesses have received assistance. Call Seth Isman, 413-296-4536, ext. 12 for help with your business or startup.

We also offer a **Housing Rehab** program, with zero interest deferred payment loans for housing rehab.

Our **First Time Home-Buyer** program offers counseling and workshops, grants for down-payment or closing costs, and deferred payment loans.

Social Services programs include the Hilltown Elder Network, the Health Outreach Program for Elders, the Families Together program, the Hilltown Food Pantry, and the Hilltown Coalition to End Domestic Violence,

Our **Community Facilities** program helps communities with the design and construction of barrier removal projects, infrastructure improvements, senior centers, public safety buildings, and other public facilities.