

2011 Hilltown Business Directory Reservation ~ Print & On-Line

3. Choose up to 4 Business Categories from the list on Page 3:

Primary Category 1: _____ (Included in listing)
 Additional Category 2: _____ (\$20 additional)
 Additional Category 3: _____ (Another \$20 additional)
 Additional Category 4: _____ (Another \$20 additional)

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

| | |
|--|----------------|
| 1/3 page Horizontal Ad -- Business (4½" W x 2½" H) | \$100 |
| 2/3 page Vertical Ad (4½" W x 5" H) | \$175 |
| Full page Ad, except front or back inside cover (4½" W x 7½" H) | \$250 |
| Full page, Sponsorship ads: front or back inside cover (4½" W x 7½" H) First come, first served. Please call Seth Isman at (413) 296-4536, ext. 112 to reserve this 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 the corresponding listing, and will also rotate within all categories and on the overall site; however, ad position cannot be guaranteed.

5. Determine Payment:

| | | |
|---|---|-------|
| <p>Basic Business Listing: Business contact information will appear in the 2011 printed directory and on-line at www.hilltowncdc.org for one calendar year. This includes:</p> <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 | _____ |
| <p>Additional Description Words: 25 words are included in a basic listing. You may choose up to 10 additional words (35 words maximum) at \$1 per additional word.</p> | _____ # of words over 25 at \$1 per word | _____ |
| <p>Additional Categories: One category is included with a basic listing. Up to three additional business categories may be added at \$20 per additional category.</p> | _____ # of additional categories at \$20 each | _____ |
| <p>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).</p> | 1/3 pg Horizontal: \$100 2/3 pg Vertical: \$175 Full Page: \$250 Sponsorship: \$1000 | _____ |
| <p>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 can be scanned and enlarged for the \$15 scanning fee.</p> | \$15 | _____ |
| <p>Member Discount: If you have paid for a membership in Hilltown CDC in the last twelve months, 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.</p> | Business Membership \$25 | _____ |
| | Member discount \$5 | _____ |
| 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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Choose up to Four 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 | Hardware Stores |
| Accounting, Banking & Financial Services | Healthcare |
| Alternative Energy | Health, Alternative & Complementary |
| Animal & Veterinary Services | Hobbies |
| Antiques & Galleries | Horse Services & Boarding |
| Appliances | Instruction |
| Artists & Craftspeople | Insurance |
| Attorneys | Interior Design & Decorating |
| Audio System Products & Services | Land Clearing |
| Automobiles, Motorcycles, Recreational Vehicles | Land Surveying |
| Bicycle Sales & Service | Landscape Architecture & Site Work |
| Builders, Green | Landscaping, Plants, Garden Supplies, Tree Services |
| Building Repair & Restoration | Livestock |
| Building Supplies | Logging, Lumber & Firewood |
| Building Trades, Other | Mail Order |
| Cabinetmakers & Furniture | Martial Arts |
| Carpenters | Masonry & Tile |
| Childcare Providers & Preschools | Massage Therapy & Bodywork |
| Cleaning Services & Rubbish Removal | Moving |
| Computer/Technology Products & Services | Music Instruction & Musical Instruments |
| Concrete & Foundations | Natural Products |
| Consulting, Marketing & Business Services | Notaries Public |
| Custom Sewing | Painting & Paperhanging |
| Dance & Fitness | Personal Care |
| Driveway & Parking Lot Maintenance | Pharmacies |
| Editorial Services | Photographic & Video Services & Products |
| Elder Care | Plumbing & Heating |
| Electrical | Property Maintenance & Snow Plowing |
| Employment & Temporary Help | Real Estate Sales & Rentals |
| Engineers | Recreation & Travel |
| Entertainment & Music | Rentals |
| Environmental Services | Restaurants, Cafes & Caterers |
| Excavating & Septic | Retail Stores |
| Farm Products & Supplies | Sawmill Services |
| Farms & Farm Stands | Small Engine Repair |
| Forestry Work | Special Events & Weddings |
| Fuel/Oil/Propane | Stonework |
| Funeral Homes | Upholstery |
| General Contractors & Home Improvement | Website Developers |
| Gift Shops | Well/Pump Installation & Repair |
| Graphic Designers | Writers, Writing Workshops |
| Grocery, Convenience & Package Stores | Yoga |
| Hair Stylists, Beauty Products & Services | |
| Handyman | |

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6. 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 October 10 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 your Display Ad; or call (413) 296-4536 ext.112 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: _____

Hilltown CDC works to help your business achieve its goals.

Call us to see how we can help you.

Call Seth Isman, 413-296-4536, ext. 112, or email Seth at sethi@hilltowncdc.org.

Business training? Free business consulting? Starting a new business?

Tell us how we can help! We can grow the hilltown economy together!

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, free business consulting, and marketing through the annual Hilltown Business Directory, along with other assistance. Over 500 businesses have received direct assistance. Call Seth Isman, 413-296-4536, ext. 112 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.

Current **Social Services** programs include the Hilltown Elder Network, the Health Outreach Program for Elders, the Families Together program, the Hilltown Food Pantry, and a new Childcare Subsidy Program.

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.

2011 Hilltown Business Directory Reservation ~ Print & On-Line 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 mailing address and your business address outside the hilltowns as your location 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 10 additional words (up to 35 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 three additional business categories (maximum of four) for an additional fee. If your business doesn't fit an existing category, contact us 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 by 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 of \$15.

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

A 1/3 page ad can be created from a business card 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; the display ad will be in or near your primary category.

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 ext. 112 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 and reservation form to Hilltown CDC, P.O. Box 17, 387 Main Road, Chesterfield, MA 01012

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