

RATE CARD 2010 *Traveler's Guide & Map*

Now in its fourth year of publication, and the BUY-WAY's Sixth year, we have increased our distribution to 30,000 Travelers Guides which will be distributed across Ohio and neighboring states.

Call Mike Hocker, OLHC Executive Director at 419-468-6773. Ads are first-come-first-served! Close date is May 15th.



AUGUST 5, 6 & 7 2010!

Small ad: **\$130** About 2 x 1 inches and determined by space available). Use your logo, days of event, activities; **we design for you!** We will number your ad or use a callout arrow depending on placement of ad to your area of the map. (These get sold fast! Reserve space NOW!)

Listing: **\$50** (Only approx. 30 available. Size determined by avail- space). Lists nearest community in bold; sale days, organization, if applicable, location description, short description of items/amenities, and a phone #, if space is available.

"Hero Sponsor" ad: **\$300.00** (Only 3 available. 1/3 panel)

"RESTAURANT LISTING PAGE SPONSOR" ad (not shown): **\$400.00** One available. Ad sits alone with the listings.

NEW! RESTAURANT LISTINGS: **\$30.00** We will list restaurants and eateries across the state from east to west. This is your chance to attract over 100,000 shoppers daily to your "Yard Sale Specials." Restaurant name, phone number OR website, address, codings as shown below.

Large Ad: **\$210** (Approx. 10 available. Approx. 2.5 x 2 inches but determined by design space available). (These get sold fast! Reserve space NOW!)

Map shows all routes of the Lincoln Highway in Ohio.



OLHC Members are invoiced net 30 days. Non-members please send check with this insertion order completed to:
OLHC P.O. Box 20509 Canton, OH 44701

- INSERTION ORDER ADVICE -

Lincoln Highway BUY-WAY Yard Sale TRAVELERS GUIDE 2010

Reserve the following ad. I will send or email a logo and information along in this order for you to develop a color ad for approval. Here is pertinent information which will reserve space in the Guide: **Contact Name & number:** _____

- Large Ad (\$210) Small Ad (\$130) Listing (\$50) Hero Sponsor (\$400) Please call to discuss. Restaurant Listing Sponsor(\$500) Please call to discuss.

Electronic art under 2 megs in size as a tiff, jpg or pdf format may be emailed to: mnhocker@verizon.net. Photos or printed and non-copyrighted useable material may be sent to: Package Power, Inc. 127 Harding Way E., Galion, OH 44833.

For listing information:

Community (or nearest): _____
Organization (if applicable) _____
Sale Days: TH FRI SAT _____
Amenities/Sale items _____
Event Address _____
Short location description: _____
Contact Phone for publishing in guide (optional): _____
Email (for our administrative use): _____

- Restaurant Listing (\$30)
Rest. Name _____
Address _____
City _____ ZIP _____
Phone or website: _____
Mark all that apply
 dining or FF-fast food/carryout
 \$-under \$8pp \$\$-\$8 to \$12, \$\$\$-\$12 and up.
 CC-Credit Cards BW- beer & wine

Non-members of OLHC must include payment with this insertion order. Make check payable to: OLHC. Send to: OLHC, P.O. Box 20509 Canton, OH 44701; Call 419-468-6773 if you have questions. We reserve the right to edit information. Ad proofs must be approved within two working days of receipt. Listings will not be offered for approval.

Shoppers ask for and follow these guides. Advertise here for success! Any Item Above Earns a FREE listing on our Website!

...and if you would like to become a member...

MEMBERSHIP INVESTMENT



- Red Level Membership: \$300.00
White Level Membership: \$200.00
Blue Level Membership: \$100.00
Friend of the Highway (Individual only): \$20.00

Dues are paid annually in June.

You may enclose a check and send this application to the address shown, for which you will receive a receipt. You may fax this to 330-456-8310. If we receive your application without payment, we will invoice you net 30 days. "Friends" are not invoiced.

NEW! You may also join via our website using your credit card. *TravG10*



P.O. Box 20509 Canton, Ohio 44701
www.historicbyway.com

Business or Organization _____
Contact Name _____
Mailing Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Email _____

I am interested in being involved in the following way(s):

- participating in Co-op ads
 advertising on an Ohio-wide restaurant placemat
 selling Lincoln Highway products at retail
 being a BUY-WAY Yard Sale promoter locally