

ELMWOOD VILLAGE
ASSOCIATION

890 Elmwood Avenue
Buffalo, New York 14222
Tel: 716.881.0707 | Fax: 716.881.0708
www.elmwoodvillage.org

March 15, 2009

Dear Elmwood Village Merchants,

I hope the spring is treating you well and you are gearing up for what we are working to make an extremely vibrant summer season. Like last year, we have several initiatives in gear to help market and promote the Elmwood Village to Western New York and Southern Ontario shoppers. **In May of this year, we will be unveiling our 2009 version of the Elmwood Village Map & Guide.**

This year's Map & Guide will build on the success of last year's and as an added bonus; **the advertising rates will be more affordable than the premiere version!**

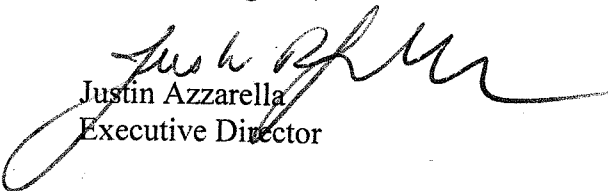
The guide will feature maps, business listings, locations and the types of restaurants and retail in the village. It will highlight our world-class museums and cultural attractions, expanding our potential shopping audience. We will have detailed directional information accompanying the maps and it will also provide information about accommodations in and around the Elmwood Village.

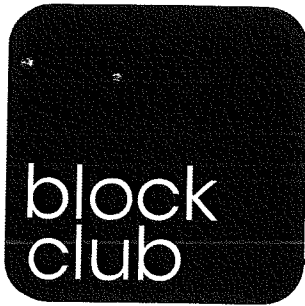
The Elmwood Village Association has contracted Block Club for concepts, design and printing of the Map & Guide. Within the guide, there will be opportunities to advertise your business as a major part of the Elmwood Village. This is a tremendous opportunity for direct exposure to people who are interested in our neighborhood and have picked up the guide with the intention to shop. Supporting this guide will go a long way towards supporting the Elmwood Village as Buffalo Niagara's premier urban shopping and entertainment destination.

If you are interested in advertising, please contact Block Club. Take advantage of this tremendous opportunity to promote your business and support the entire Elmwood Village.

Last year's Map & Guide was a huge success and I'm certain this year's will be even better!

With kind regards,


Justin Azzarella
Executive Director



Elmwood Village Map & Guide

Dear Elmwood Village Business Owners,

Block Club has again been hired by the Elmwood Village Association to design and create a map and guide for the Elmwood Village 2009-2010 business year. The guide will feature information about shopping, dining, culture and accommodations in and around the neighborhood, in addition to several maps.

The 2nd version of the Map & Guide will build on the success of last year's and will help anchor the Elmwood Village Association's year long marketing campaign.

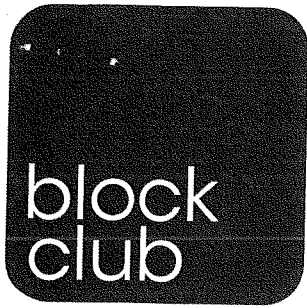
To help pay for the printing of the Map & Guide, we are selling a limited number of advertisements to area businesses. Spaces are extremely limited and ads will be sold on a first-come, first-serve basis. **Free ad design is available for anyone purchasing half or full page ads.**

In addition to offering free ad design, we've also substantially lowered the advertising rates from last year's Map & Guide!

The deadline is quickly approaching (**Friday, May 1**) and space may sell out before then. If you are interested in reserving space and being a part of the new Elmwood Village Map & Guide, please call Block Club at 716.507.4474 for more information.

Thank you!

Patrick Finan
Publisher, Block Club



Elmwood Village Map & Guide Advertising Contract

Advertiser _____ Company Contact _____
Address _____ City _____ State ____ Zip _____
Phone _____ E-mail _____

Advertising Rates (please check one)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back Cover	Full Page	Half Page	Quarter Page
3.25" (h) x 7.75" (w)	3.25" (h) x 7.75" (w)	3.25" (h) x 3.81" (w)	1.56" (h) x 3.81" (w)
\$2995	\$2495	\$1375	\$695

*Free ad design is available for all businesses purchasing half or full-page ads!
Save \$50 if you sign up before Friday, April 10!*

Reservation Deadline: Friday, May 1, 2009
Artwork Deadline: Friday, May 8, 2009

Quantity: 75,000 copies distributed between May 2009 - May 2010
A year of advertising! Only pennies per impression!

Camera-ready ads must be submitted using the following guidelines:

- 300 dpi, CMYK .pdf files.
- All images embedded, all text outlined
- Files should be saved using the following information: Company_Ad Size (i.e. BlockClub_Full.pdf)
- Send artwork to artdept@blockclubonline.com
- The advertiser assumes liability for all contents of the advertisement.

Payment Terms

- Net 30 policy pending credit approval*
 - Save 5% if you pre-pay
 - Checks should be made payable to **Block Club** and mailed to 810 Elmwood Avenue, Buffalo, NY 14222.
- *Deposit may be required*

Advertiser Signature _____ **Date** _____