



*It's affordable and it works!<sup>sm</sup>*

# Media Kit

## EXCLUSIVE HOMEOWNER ASSOCIATION NEWSLETTERS

White Eagle • Tall Grass • Stonebridge • Oakhurst • Stillwater  
Breckenridge • Shenandoah • River Run • Ashbury • Brighton Ridge  
Clow Creek • Knoch Knolls • Brookwood Trace • Tamarack • Rose Hill Farm  
High Meadow • South Pointe • Penncross Knoll • Saddle Creek

971 Waterside Court • Aurora, IL 60502  
p. 630-585-9340 • f. 630-585-8232 • email: fosterpbs@msn.com

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

**Smart  
marketing  
will help  
YOU grow  
YOUR  
business!**

We reach some of the most exclusive communities in the Naperville, Plainfield and Aurora areas targeting over 12,000 homes.

**Let us show  
YOU how to  
reach them  
as well!**

These unique homeowner association newsletters are informative and homeowners look forward to receiving their issue each month. Since the news content is submitted by the residents, **YOUR** message is read.



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## Upscale Target Market

- With household incomes greater than \$100K and home values in the \$400K to \$1+M range, this ensures the highest target market for YOUR business maximizing the return on YOUR advertising dollar.
- Advertising with PBS Publications allows YOU to select targeted households, and YOUR message does not get lost in the ever-growing sea of loose direct mail pieces people receive.
- The readership of these publications is extremely high. Because the content of the publication is submitted by the residents, it is proven that homeowners look forward to reading their newsletter.

## Cost-Effective Advertising

- PBS Publications has an advertising program for every budget. No contracts to sign, no commitment for more than one month gives YOU, the business owner, the flexibility with YOUR marketing dollars.

## Testimonials

- "I highly recommend advertising in PBS's newsletters. They have given me great exposure, especially in my local market where my customers live. Customers tell me that they keep the newsletters in case they need something, and I can't count the times people have walked in to my center holding our ad from their subdivision newsletter! PBS Publications is a pleasure to work with, and, especially if you are a small business, there is no greater return on your advertising dollar!"  
*Terri Hubbard - Owner, E.nopi Math and Reading Enrichment Center ~ Naperville, IL*
- "Advertising with Preferred Business Services' neighborhood publications has been a great opportunity for our restaurants. Most of our customers are local, so to be able to bring restaurant highlights, specials and promotions right to their door is exactly what we were looking for!"  
*Jennifer Pudwill, Event Manager - Hotel Arista at CityGate Centre ~ Naperville, IL*
- "PBS Publications has been helping A.D.O.P.T. Pet Shelter promote events and fundraisers for over 5 years now. They are always very responsive in meeting our needs and always go the extra mile to promote our events in as many venues as possible. We are very grateful to have their help and support in promoting the needs of our homeless animals."  
*Sandy Boston, President - A.D.O.P.T. Pet Shelter ~ Naperville, IL*
- "I have been a full time Realtor in Naperville for almost 25 years and for the last 9 years, I have chosen to advertise monthly with Preferred Business Services Publications because I know their product, exposure and service is top notch. I would highly recommend them to any business who is looking for excellence."  
*Caroline Senetar - REALTOR, Re/Max of Naperville*

## Newsletter Facts

- A majority of the advertising contained in the HOA newsletters is from consecutive month-to-month advertisers. This direct mail, targeted marketing has been very successful for them over the past 13 years!
- Response rates of those who advertise on a longer term will ensure better exposure and gives the reader an opportunity to notice YOUR advertisement.

## HOMEOWNER ASSOCIATION NEWSLETTER ADVERTISING RATE SHEET

Publication	# of Homes Delivered	Frequency & Delivery	# of Months	Full Page	1/2 Page	3/8 Page	1/4 Page	1/8 Page
White Eagle	1,150	Monthly - 1st		<input type="checkbox"/> \$175	<input type="checkbox"/> \$95	<input type="checkbox"/> \$85	<input type="checkbox"/> \$80	<input type="checkbox"/> \$65
Ashbury	1,225	Monthly - 1st		<input type="checkbox"/> \$175	<input type="checkbox"/> \$95	<input type="checkbox"/> \$85	<input type="checkbox"/> \$80	<input type="checkbox"/> \$65
Tall Grass	1,125	Monthly - 9th		<input type="checkbox"/> \$175	<input type="checkbox"/> \$95	<input type="checkbox"/> \$85	<input type="checkbox"/> \$80	<input type="checkbox"/> \$65
Stonebridge	1,000	Mar, Jun, Sep, Dec - 15th		<input type="checkbox"/> \$175	<input type="checkbox"/> \$95	<input type="checkbox"/> \$85	<input type="checkbox"/> \$80	<input type="checkbox"/> \$65
Oakhurst	2,300	Monthly - 15th		<input type="checkbox"/> \$285	<input type="checkbox"/> \$195	<input type="checkbox"/> \$155	<input type="checkbox"/> \$145	<input type="checkbox"/> \$90
River Run	525	Monthly - 10th		<input type="checkbox"/> \$130	<input type="checkbox"/> \$85	<input type="checkbox"/> \$70	<input type="checkbox"/> \$65	<input type="checkbox"/> \$55
Stillwater	580	Monthly - 1st		<input type="checkbox"/> \$130	<input type="checkbox"/> \$85	<input type="checkbox"/> \$70	<input type="checkbox"/> \$65	<input type="checkbox"/> \$55
Knoch Knolls	450	Odd Month - 15th		<input type="checkbox"/> \$130	<input type="checkbox"/> \$85	<input type="checkbox"/> \$70	<input type="checkbox"/> \$65	<input type="checkbox"/> \$55
High Meadow	625	Odd Month - 15th		<input type="checkbox"/> \$145	<input type="checkbox"/> \$90	<input type="checkbox"/> \$75	<input type="checkbox"/> \$70	<input type="checkbox"/> \$60
Breckenridge	300	Monthly - 1st		<input type="checkbox"/> \$100	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$45	<input type="checkbox"/> \$40
Rose Hill Farm	275	Even Month - 10th		<input type="checkbox"/> \$100	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$45	<input type="checkbox"/> \$40
Tamarack	225	Even Month - 10th		<input type="checkbox"/> \$100	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$45	<input type="checkbox"/> \$40
Brighton Ridge	300	Monthly - 15th		<input type="checkbox"/> \$100	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$45	<input type="checkbox"/> \$40
South Pointe	325	Odd Month - 10th		<input type="checkbox"/> \$100	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$45	<input type="checkbox"/> \$40
Penncross Knoll	150	Odd Month - 10th		<input type="checkbox"/> \$100	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$45	<input type="checkbox"/> \$40
Brookwood Trace	375	Even Month - 10th		<input type="checkbox"/> \$115	<input type="checkbox"/> \$70	<input type="checkbox"/> \$60	<input type="checkbox"/> \$55	<input type="checkbox"/> \$50
Saddle Creek	325	Even Month - 10th		<input type="checkbox"/> \$100	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$45	<input type="checkbox"/> \$40
Clow Creek	275	Even Month - 10th		<input type="checkbox"/> \$100	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$45	<input type="checkbox"/> \$40
Shenandoah	330	Monthly - 10th		<input type="checkbox"/> \$100	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$45	<input type="checkbox"/> \$40

### AD SIZES

Full Page .....7" w x 10" h  
 1/2 Page .....7" w x 5" h / 3 1/2" w x 10" h  
 3/8 Page .....3 1/2" w x 7 1/4" h  
 1/4 Page .....3 1/2" w x 5" h  
 1/8 Page .....3 1/2" w x 2 1/4" h

### PRICING

- Above pricing is based on B&W advertising
- Call for pricing for color ads
- Pricing is quoted per publication per month
- Discount of 10% for 3 or more publications or 3+ months
- Ads rotated throughout publication each month
- Minimum \$50 fee for ad layout

### DEADLINE IS THE 15TH OF EVERY MONTH FOR NEXT MONTH'S PUBLICATION

### ARTWORK SPECS

- Artwork supplied digitally through e-mail
- Accepted files are PC - MS Word/PowerPoint/ Publisher/PDF/TIFF/JPEG/PSD/QXD/ZIP
- All artwork must be provided at the exact size

### WANT TO PLACE AN AD?

- Complete insertion order below and fax or email information
- **Send artwork via e-mail to [fosterpbs@msn.com](mailto:fosterpbs@msn.com)**
- **Send payment by the 15th** of the month payable to:  
**Preferred Business Services**  
**971 Waterside Court**  
**Aurora, IL 60502**
- We accept **Visa & Mastercard**

**Call 630-585-9340 • Fax 630-585-8232**  
**email: [fosterpbs@msn.com](mailto:fosterpbs@msn.com) • [www.pbspublications.com](http://www.pbspublications.com)**

### INSERTION ORDER

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

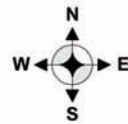
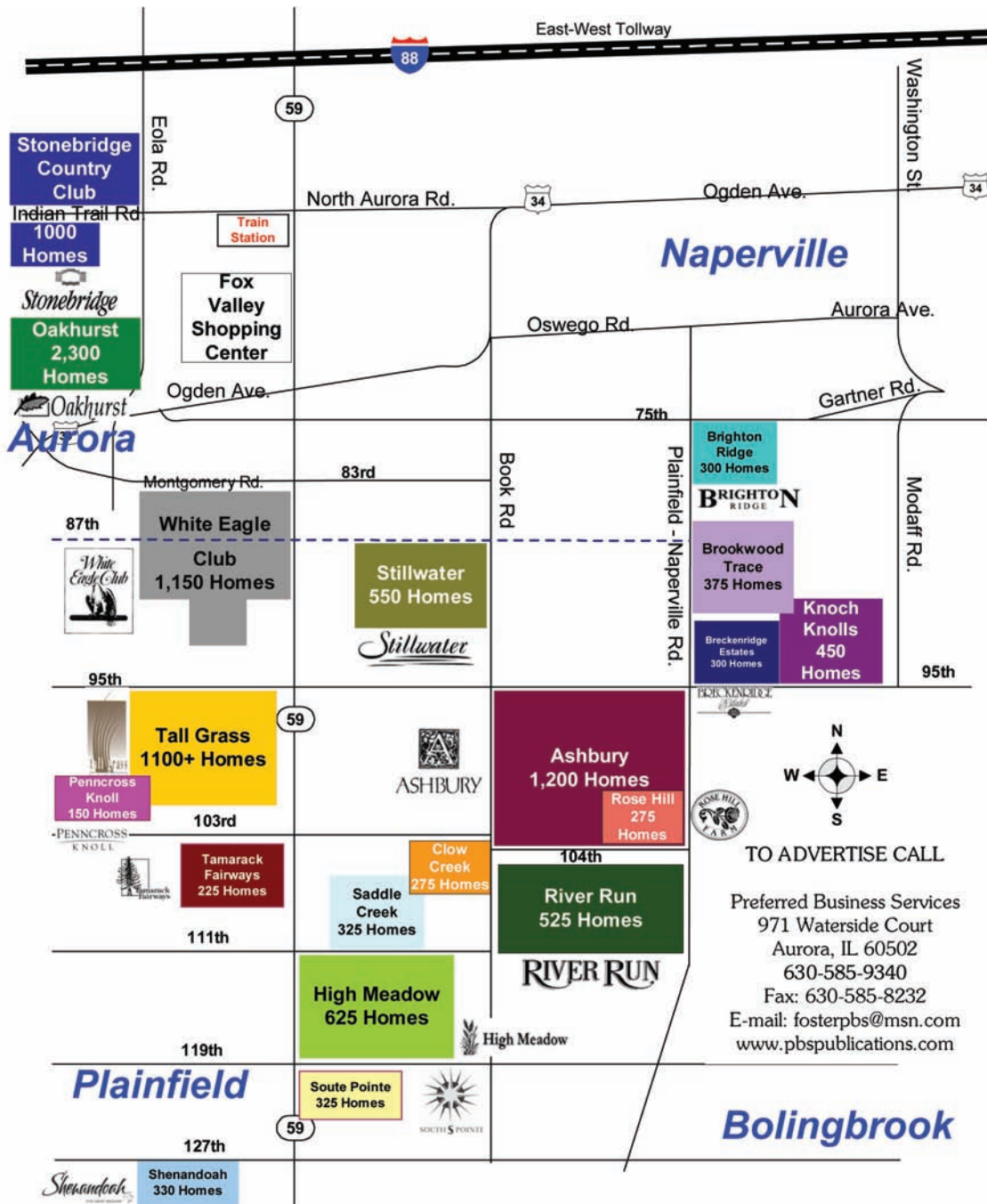
Phone No: \_\_\_\_\_ Fax No: \_\_\_\_\_ E-mail: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ 3-Digit Code: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## Coverage Map of Neighborhood HOA Newsletters



TO ADVERTISE CALL

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 971 Waterside Court  
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 Fax: 630-585-8232  
 E-mail: [fosterpbs@msn.com](mailto:fosterpbs@msn.com)  
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