FULL MOON
advertising

COMPANY PROFILE

Full Moon Advertising can help your business grow! Compare our circulation and our 30 day shelf life with that of the competition, then let Full Moon be the reflection of your business success. Full Moon Advertising is proud to have 155,000 addresses of direct mailing monthly - the Largest Saturation in Southwest Michigan / Northwest Indiana.

Full Moon Advertising Account Executives are dedicated to working with each business on an individual basis while designing just the right ad campaign for you. FMA's goal is to provide professional, high quality service - combined with financial benefits to the business owner and consumers alike.

Areas Saturated

- We Show Postal Receipts
- Compare and Save Your Budget

155,000 Addresses of Direct Mailing Monthly
Your cost is 1/16th of a penny per home to advertise with Full Moon Advertising

CONTRACTS

3 Month: $300/Month per unit
6 Month: $250/Month per unit
9 Month
12 Month

OPTIONS

Cover: Additional cost for front/back (upon availability)
Spot Color: $50/month per ad
Full Color: $90/month per ad

ADDITIONAL INFORMATION

- Ad size: 1 unit = 2.5" x 1.5"
- "Freeze Option" available for seasonal businesses

Sorry, no exclusives

- Ad changes are due by the 15th of each month
- Print date on the 28th of the month
- Brochure mailed within the 1st week of every month

ADVANTAGES

21 unit ad with Placement Choice

INSERTS

1 time total market saturation 2.9 cents per address
3 times per year 3 cents per address (choose zip codes)
2 times per year 3.5 cents per address (choose zip codes)
1 times per year 4 cents per address (choose zip codes)

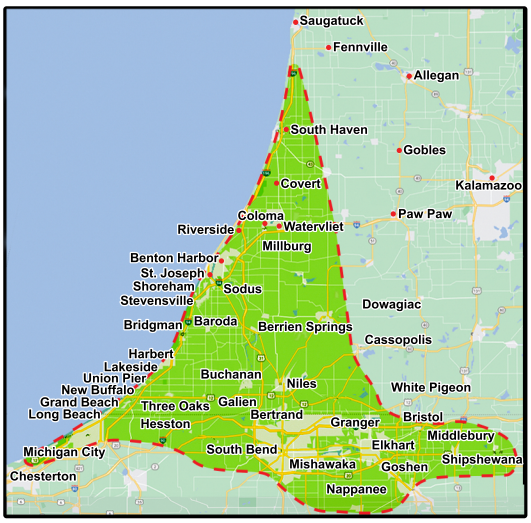
EMPLOYMENT PAGES

1 Month Contract $99/Month for 6 lines
+ $10 for each additional line

CLASSIFIED PAGES

1 Month Contract $99/Month
16-20 words $10 for each addition

OPTIONS

- Bold: $10
- Color: $15
- Double Font Size $15

Town Recipients	U.S. Mail Recipients	Full Moon Circulation	Total Saturation
Baroda (49101)	1,453	1,453	100.0%
Benton Harbor (49022)	9,199	9,199	74.0%
Berrien Center (49102)	536	536	100.0%
Berrien Springs (49103)	5,279	5,279	100.0%
Bridgman (49106)	2,402	2,402	100.0%
Buchanan (49107)	4,838	4,838	100.0%
Coloma (49038)	5,019	5,019	100.0%
Eau Claire (49111)	1,634	1,634	100.0%
Elkhart (46514)	18,400	18,400	100.0%
Galien (49113)	885	885	100.0%
Glendora (49107)			100.0%
Granger (46530)	11,623	11,623	100.0%
Hagar Shore (49039)	096	096	100.0%
Harbert (49115)	385	385	100.0%
Lakeside (49116)	449	449	100.0%
Long Beach (46360)	1549	1549	100.0%
Millburg (49022)			100.0%
Mishawaka N. (46545)	14,859	14,859	100.0%
Nappanee (46550)	5,103	5,103	100.0%
New Buffalo (49117)	3,529	3,529	100.0%
New Troy (49119)	190	190	100.0%
Niles (49120)	19,284	19,284	100.0%
Riverside (49084)	140	140	100.0%
St. Joseph (49085)	12,119	12,119	100.0%
Sawyer (49125)	1,347	1,347	100.0%
Shipshewana (46565)	3,110	3,110	100.0%
Sodus (49126)	662	662	100.0%
South Bend (46614)	13,464	13,464	100.0%
South Bend (46635)	2,872	2,872	100.0%
South Haven (49090)	8,336	8,336	100.0%
Stevensville (49127)	6,111	6,111	100.0%
Three Oaks (49128)	1,986	1,986	100.0%
Union Pier (49129)	672	672	100.0%
Watervliet (49098)	3,124	3,124	100.0%