

New things are brewing for the Shore Update's Annual Christmas by the Bay event. Now held at Cult Classic Brewery!

A Buy Local, Shop Local, Give Local Event

Another Unique Promotional Opportunity Offered by the Shore Update

Deadline to Register is Friday, October 18



Christmas by the Bay

STEP ONE

**Pick an ad size for the two-ad package
December 5 & 12 issues**

Full (9.4 X 12.4) - 599

Half (9.4 X 6.25) - 435

Qtr (4.5 X 6.25) - 245

STEP TWO

Pick a gift certificate promotion

- Decide on ONE promotional gift certificate offer.
- We promote, sell and collect money for certificates sold. The Shore Update incurs all credit card fees for orders.
- At the end of November, we contact you with the number of cards sold. You create the paid and free cards, then we pick them up and pay for them. The cards will then be distributed the night of the event.
- We will sell additional cards the night of the event and contact you right after with numbered stubs of sold cards and provide you payment. These cards will be CHRISMAS BY THE BAY numbered tickets with amounts written in.
- Provide one \$25 gift certificate for the give-away raffle.

SPONSORSHIPS

- Choose 1 at \$1199**
- Fundraising Angel Tote Bags**
- Cookie Giveaway**
- Gift Wrapping**
- Shop Local Raffle**

Includes:

- Newsletter ad our weekly e-blast reaching over 8500 subscribers (4 weeks)
- Inclusion on all order forms, including online ordering
- Inclusion in Facebook promotions
- Booth at the event on **December 11** or manning chosen sponsorship table and interact with event-goers
- Inclusion in pick up bags with item you provide
- Inclusion in outside advertising by the Shore Update
- SPONSOR: Half page ad in the December 5 & 12 issue
- PRESENTING SPONSOR: Full page ad in the December 5 & 12 issue

PRESENTING SPONSOR

\$1599
Includes same as sponsor but full page and 4 individual Facebook posts

CUSTOMER: _____ **Rep:** _____

- MY OFFER: _____

When advertising offers, we will note any restrictions you have. If you do not provide restrictions and there are some on the gift cards, we have the right to charge your account back for any returned gift cards because of unsaid restrictions. Please provide restrictions here:

- RESTRICTIONS on PAID CARD: _____

-RESTRICTIONS on FREE CARD: _____

- Restrictions printed on PREPRINTED SHORE UPDATE CARDS: Not redeemable for cash. I understand that each establishment may have restrictions on gift card use and I agree to abide by their terms and limits. Lost gift cards cannot be replaced.

-1/2 Price January Ad of Same Size: **January 16th issue**

Customer Signature: _____ Date: _____

PLEASE NOTE: - Any balance with the Shore Update over 30 days will be deducted from gift card amount sold; a complete accounting report will be provided. - There will be 50¢ fee for each PRESOLD gift card the Shore Update prints. - Special requests may result in additional fees.