

Premier Chicagoland

WHERE CHICAGOLAND'S PREMIER BUSINESSES MEET ITS FINEST HOMES

Enhance your image!

Advertise in Premier Chicagoland

This letter introduces to you Peterson Publication Services, Inc. (PPS), a 37 year old direct mail advertising business. Our firm provides cooperative direct mail advertising services to a wide variety of businesses in the Chicago suburban geographic area.

PPS targets and distributes to residences that are expensive and upscale. Targeting homeowners with large disposable incomes insures a positive response to your advertising because this population can afford to purchase the product you advertise, with less regard to economic circumstances.

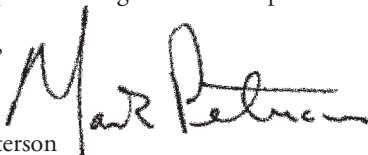
Our mailings are produced under the masthead Premier Chicagoland. The format is a creative, high-quality gloss book. The printing will be a high impact four-color process. This original look will attract attention and curiosity and serve to enhance your company image, generating positive leads for your company.

In soliciting our advertisers, the need to maintain an upscale look is critical. We make every attempt to have the artwork be of high quality, and the promotions are dignified and thoughtful. Image is important for this publication's success.

We welcome your comparison of Premier Chicagoland to our competition. If you consider its quality, originality, demographics and pricing, you will find our publication is indeed a great value.

For complete mailing information please visit our website at www.petersonpublicationservices.com

Sincerely,



Mark Peterson
President, Peterson Publications Services, Inc.

887 Hill Avenue, Glen Ellyn, IL 60137

Email: petepub@wowway.com / Phone: 630-202-6832

www.petersonpublicationservices.com

Premier Chicagoland

WHERE CHICAGOLAND'S PREMIER BUSINESSES MEET ITS FINEST HOMES

Compare Your Current Direct Mail Advertising Cost With Premier Chicagoland's!

Printing and Paper Quality: Beautiful 4 color-process on quality 60# gloss enamel stock.

Mailing Demographics: Mailed individually, and to homes in upscale, affluent communities.

Book Size: 5 1/2 x 8 1/2 apx.

Experience: Over 37 years of direct mail advertising experience in the Chicagoland market.

Packaging: Our book is not mailed in cellophane or an envelope but is a bound book—easily accessible to the customer. Since the book is bound, there is no clutter after the initial opening and the probability of having our book saved for a second look is greatly increased.

Exclusive Business Categories: We can guarantee an exclusive for your business category. You can have the only business of your type in our mailing.



CELEBRATING OUR 37TH YEAR OF MAILING TO CHICAGOLAND

Premier Chicagoland Book Ad Rates

Front Cover	Full Page	\$60 per thousand
	Half Page	\$35 per thousand
	Quarter Page	\$20 per thousand
Back Cover:	Full Page	\$50 per thousand
	Half Page	\$30 per thousand
	Quarter Page	\$17 per thousand
Inside Pages	Full Page	\$30 per thousand
	Half Page	\$24 per thousand
	Quarter Page	\$15 per thousand



Mailing Dates

Early April • Mid June • Mid-August • Late September

Delivery Area

Premier Chicagoland will consist of two printings. The first printing will be for the April and June mailings and the second printing will be for the August & September mailings.

The North Zone consists of Glen Ellyn (60137), Wheaton (60187 and 60189) and Lisle north of Maple Ave. (60532).

The South Zone consists of Lisle south of Maple Ave. and Naperville (60563, 60540 and the northern portion of 60565).

Each zone is approximately 28,500 homes.

