

MID-ATLANTIC PUBLISHING COMPANY, INC.

# BUYER'S GUIDE *NEWSPAPERS*

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## Catch Your Customers in Our Web Sponsor a *Buyer's Guide* Web Contest

You have an event you wish to promote.

The *Buyer's Guide* has a direct-mail print readership of 100,000 Northern Virginia single-family homes and a growing metropolitan-area Web readership.

So, partner up with the *Buyer's Guide* newspaper to promote your next event through an *Enter to Win* contest. Reach readers in our five zoned editions mailed to residents living in Alexandria, Mt. Vernon, Old Town, Burke, Springfield, Fairfax Station, Annandale, Fairfax and Falls Church.

You donate tickets or certificates to the event you wish to promote—a minimum of two tickets to an adult-oriented event and four tickets to a family-oriented event. Some of our contributors prefer a regular contest—monthly or bi-weekly, to coincide with our mailing schedule. Some prefer to have weekly drawings leading up to their event. Some customers prefer a dollar for dollar advertising trade, exchanging advertising space for tickets. Whatever your preference, the *Buyer's Guide* can accommodate you.

We will have our Webmaster post your contest on [www.bguide.net](http://www.bguide.net), which has 10,000 new visitors signing on each month. Submit your own wording or we'll write copy from your news material. It only takes about a day to post a contest, but we prefer a month lead time prior to your event whenever possible so both of us receive maximum coverage. We will include a link to your Web site at the contest area where consumers can get additional information about your offerings 24/7.

We feature several contests in our print vehicle each edition so contributors get FREE Web and print contest exposure, in addition to any Bulletin Board or run-of-paper coverage we give your event. We also use contest offerings as bag stuffers in Chamber of Commerce packages and in our own mailings.

Besides promoting our Web site on every page of the *Buyer's Guide*, we are picked up by top search engines such as Google, where we consistently receive Top Ten placement. Our readership extends beyond our actual circulation boundaries, as our many Web responses will attest.

See for yourself. Visit our contest site at [www.bguide.net/win/index.html](http://www.bguide.net/win/index.html). Check out our many partners on our Past Winners page—some pictured on the sides of this flier.

So let us help you catch your next customer in our Web. Call Julie Moore at (703) 866-5156 or e-mail [contests@bguide.net](mailto:contests@bguide.net) to discuss your contest.



Photo by Charles Mann