

# The Bright Side

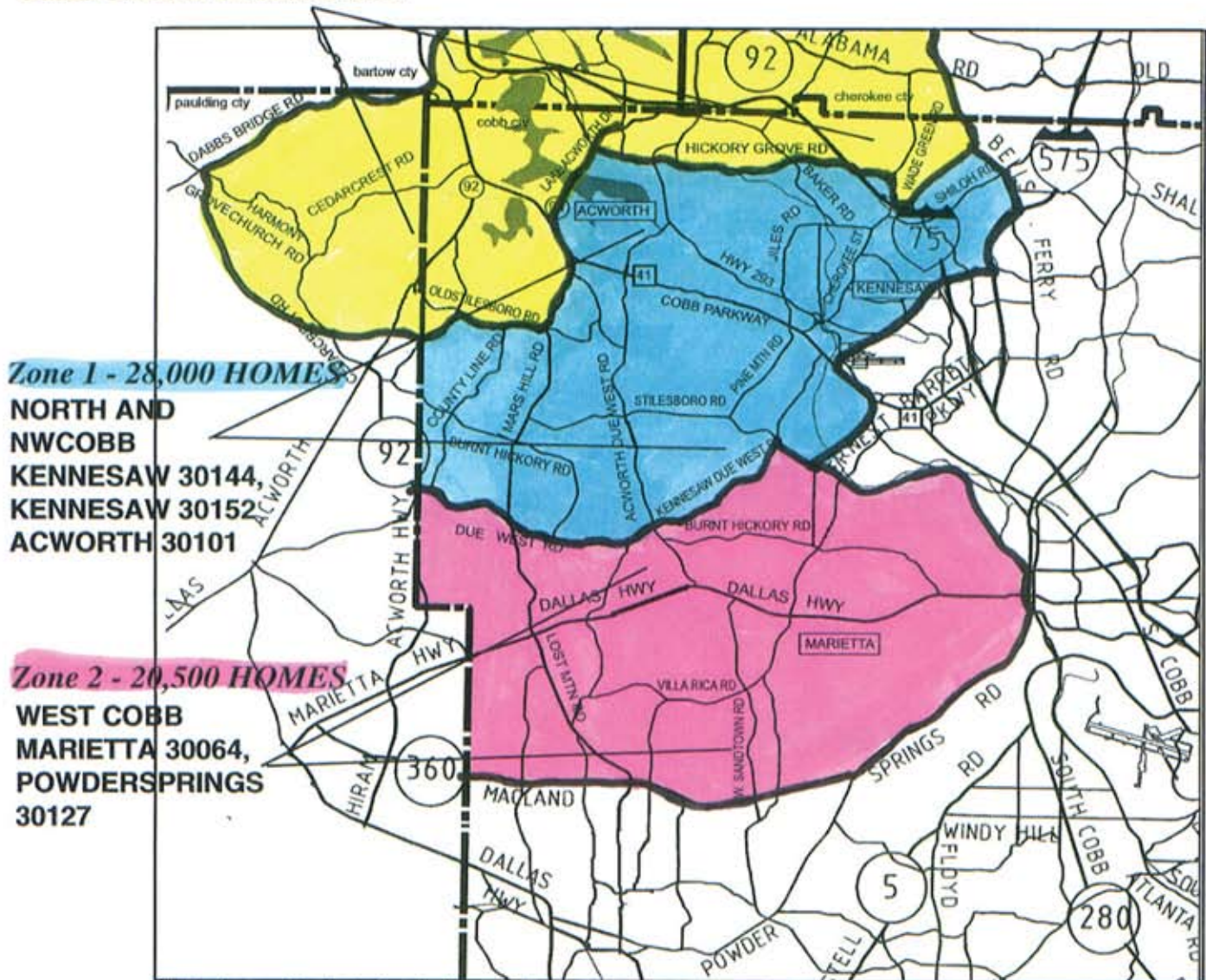
Cobb's Community Newspapers

**Zone 3 - 18,000 HOMES**

GREATER ACWORTH 30101 & 30102

Cedar Crest to Chestnut Hills

*Mailing Areas*



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**Call 770-423-9555 or  
visit [www.BrightSideNews.com](http://www.BrightSideNews.com)**

Bright Side Community Newspapers



@Brightsidenews1

Monthly Circulation may vary approx. 10-15% Increase/Decrease-dependent upon number of pages in publication. 2.5 Readers/household approx.

# The **BRIGHT SIDE**

## **BLACK & WHITE AD RATES FOR ONE ZONE**

*Color Charge per zone: \$50 for 1/8 or 1/4 page, \$75 for 1/2 page, \$150 for full page - No discounts for color*



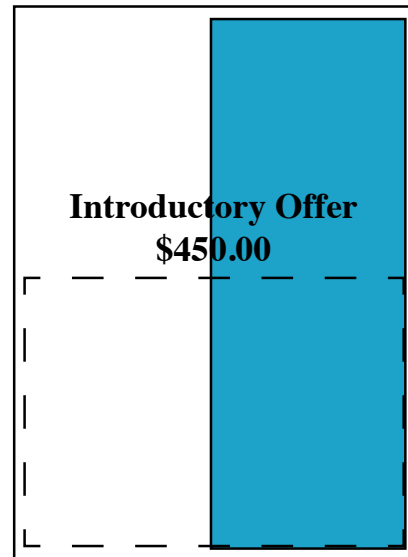
**Full Page 10.375" x 13.25"**

1 time \$1150.00/month  
3 times \$950.00/month  
6 times \$850.00/month



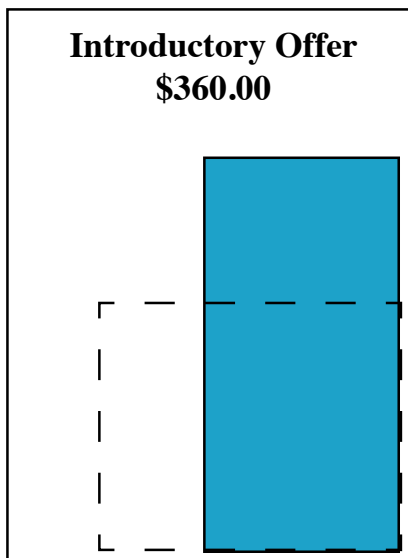
**3/4 Page 7.5" x 13.25"**

1 time \$830.00/month  
3 times \$740.00/month  
6 times \$650.00/month



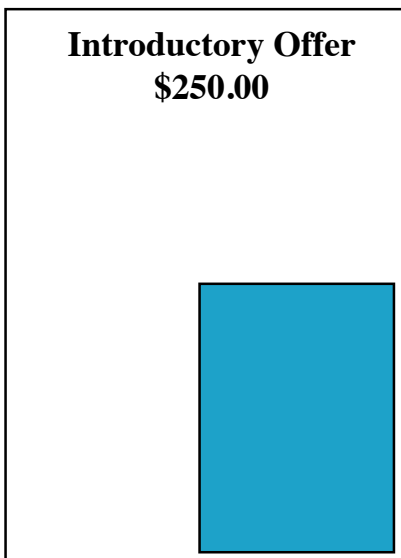
**1/2 Page 5" x 13.25" or 10.375 x 6.5"**

1 time \$600.00/month  
3 times \$525.00/month  
6 times \$450.00/month



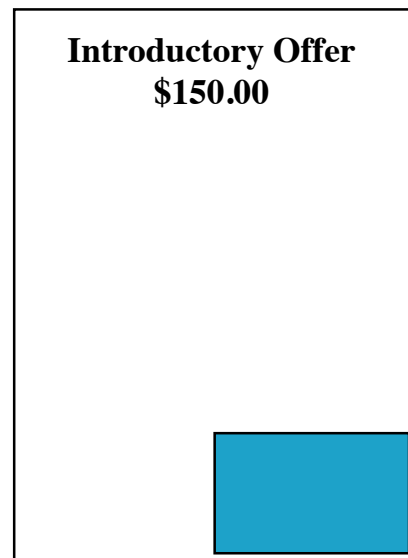
**3/8 Page 5" x 9.75" or 7.5" x 6.5"**

1 time \$420.00/month  
3 times \$390.00/month  
6 times \$360.00/month



**1/4 Page 5" x 6.5"**

1 time \$300.00/month  
3 times \$275.00/month  
6 times \$250.00/month



**1/8 Page 5" x 3.25"**

1 time \$200.00/month  
3 times \$175.00/month  
6 times \$150.00/month

**10% discount off TOTAL if advertising in multiple zones in the same time period**

*All Advertising must be paid by the time of publication*

**AD RATES QUOTED ARE FOR ONE MONTH IN ONE ZONE AND INCLUDE PRODUCTION OF AD COPY IF NEEDED AT NO EXTRA CHARGE**

*Advertise 3 months in a row in the same zone -- We will publish a story about your business*

# The **BRIGHT SIDE**

## Combination Rates

The Bright Side offers a discount\* to advertisers who use the same ad in more than one of our papers published each month. To qualify for the discount rate the ad must stay the same size and the only change that can be made is the expiration date. Our most popular sizes and rates for one or more zones are listed in the chart below.

AD SIZE	ONE ZONE	TWO ZONES	THREE ZONES	FOUR ZONES
1/8 Page 5" x 3.250"	\$150	\$270	\$405	\$540
1/4 Page 5" x 6.5"	\$250	\$450	\$675	\$900
3/8 Page 5" x 9.75"	\$360	\$648	\$972	\$1296

The Bright Side Community Newspaper is published once a month and delivered by direct mail to residents in the zones listed below.

**Zone 1 – Mails to 28,000**  
**Kennesaw/Acworth**  
**Brookstone to Legacy Park**  
**30152, 30144, 30101**  
**First Published March, 1992**

**Zone 3 – Mails to 18,000**  
**Greater Acworth**  
**Cedarcrest Corridor to**  
**to Chestnut Hills(Hwy92&BellsFerry)**  
**30101, 30102**

**Zone 2 – Mails to 22,000**  
**West Marietta/Powder Springs**  
**30064, 30127**  
**First Published Feb., 1997**

**Zone 4 –Mails to 21,500**  
**Smryna Vinings**  
**30080, 30082, 30339**

**Zone 5 - Mails to 20,000 homes in South Cobb: Mabelton, Austell and Smyrna**

**AD RATES INCLUDE HELP WITH DESIGN & PRODUCTION OF AD, PLUS PRINTING AND POSTAGE . ADVERTISE 3 X'S IN A ROW -- WE'LL PUBLISH A STORY ABOUT YOU AND YOUR BUSINESS.**  
**ALL ADVERTISEMENTS MUST BE PAID FOR IN ADVANCE.**

### **ONE INVOICE - ONE CHECK\***

These discounts apply only when the advertiser pays the total amount due for the month at the presentation of the invoice for the first issue published for the month and understands that the only ad changes that can be made on the ad for the second issue is the expiration date.

# *The* **Bright Side**

*Cobb's Community Newspapers*

**The Road To Success Starts With Advertising!**

***We Can Help!***

## *10 reasons to Advertise with the Bright Side Newspapers*

10. As an active member of our community for 38 years, we know your target market.
9. With 36 years marketing experience, we understand what works.
8. The Bright Side Newspapers are an established advertising medium, we have been publishing the Bright Side Newspapers for over 19 years.
7. We are a REAL community newspaper with 50% of our space devoted to local stories. Every 1/8 page ad space purchased provides the same amount of space for publishing articles and stories from our community.
6. We are read. Over 90% of our articles are submitted by our readers.
5. We help you create your ad and we help promote your business with a story when you stay in one zone for three months in a row.
4. We are delivered by direct mail to over 66,000 homes in Acworth, Kennesaw and Marietta. Advertise in one zone or all three!
3. We are published on the web.
2. Our rates are low and there are no hidden fees
1. We Want YOU to stay in business, we are here to help!!

***Check Out our Rates at [www.brightsidenews.com](http://www.brightsidenews.com)  
To Advertise with The Bright Side Community Newspaper***

***Email us at [Brightnews@aol.com](mailto:Brightnews@aol.com) or***

***Call us at 770-423-9555***

***We look forward to working with you!***

