



# Key West Family Coupon Book

**Holiday Coupon Book Distribution Fall (Oct./Nov.) 2015**

**New Format and Bigger Ad Sizes with Reduced Pricing.**

*We are BACK. Produced and Distributed Twice in 2009, our Book Returns with Lower Advertising Rates and increased Distribution!*

A new way to directly reach the family in Key West. Key West's only coupon book for residents of Key West distributed door-to-door. The Key West Family Coupon Book is the only advertising medium distributed directly to single family homes and small apartment buildings. The book is much more cost effective than other types of printed advertising.

In any economic situation you can't stop advertising and promoting your business. In today's economic climate you need to promote even more but it needs to be done smarter and in new ways. The Key West Family Coupon Book gets your ad right into the hands of the potential customer and the coupon format gives you immediate feedback so you know if the book is working for you and if your advertising approach is effective. The book is produced in-house and distributed by Blue Planet Offices, Inc., a local company.

With the Key West Family Coupon Book your ad is delivered right to the door of the potential customer. The coupon book is printed on good quality 20 lb. offset paper, not cheap newsprint. Customers are likely to keep the booklet and clip the coupons from it as they need to. Your ad and coupon can be included for as little as \$62.00. You get an advertisement on the reverse side of the coupon. A half page, two sided ad/coupon combination is only \$62.00 A full page both sides is only \$124.00. Compare this to the cost of just one display ad in a newspaper of the same size as the ads offered in the Family Coupon Book.

## **Directly Reach Over 18,000+ People**

Distribution is 6,000 copies. With over 3 people per household in Key West, more than 18,000+ people will see the coupon book. Distribution covers Key West, Stock Island and Key Haven. The coupon books are distributed door-to-door in plastic bags with doorknob holes. Doorknob bags are placed on front door or fence gate.

The coupon book will be printed in black ink. Your business can also have your own flyer, postcards or business card (produced at your expense) inserted into the bags for an average of \$250. Please contact us or visit [KeysVoice.com/coupon](http://KeysVoice.com/coupon) for more detailed information.

Unlike a newspaper ad that will drive business for a day or two, generally overwhelming any local business, the Community Coupon Book will be distributed over 40 days.

## **Full Page With Both Sides Only \$124.00**

The advertiser receives both sides of the page or other ad size. Advertising copy is printed on one side and the coupon is printed on the reverse. Full page 4.25" x 5.5" is \$124.00. One Half page 2 1/8" x 5.5" is \$62.00. The back cover is available for \$180.00 full page. (Allow 1/8" border for all ads.)

Distribution will include 5,000 copies to single family homes and small or accessible apartment buildings to New Town, Mid-Town and Old Town Key West. 500 copies will be distributed in Key Haven and 500 copies on Stock Island. The book is not distributed to Truman Annex, large apartment buildings or public housing due to anti-solicitation rules and other legal issues. Distribution Approx. Oct. 10 to Nov. 20.

**See [KeysVoice.Com/Coupon](http://KeysVoice.Com/Coupon) for Info & Signup. Deadline Oct. 1, 2015.**

**Call for a Personal Representative to Visit 305-394-3439**