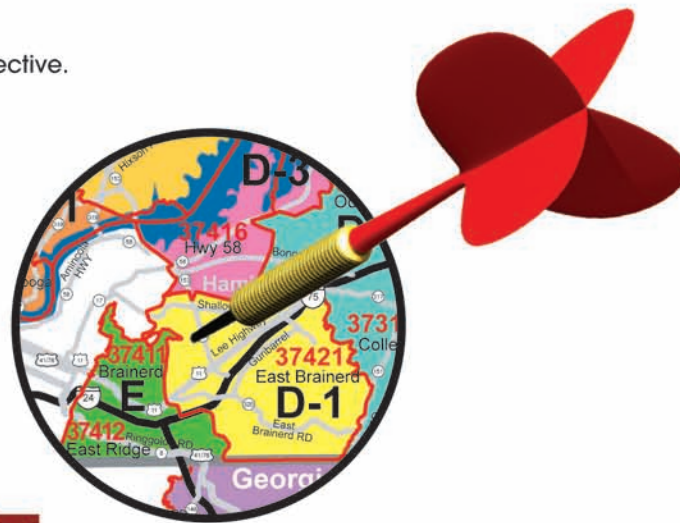


THE FIVE ELEMENTS OF A SUCCESSFUL DIRECT MAIL CAMPAIGN

- 1. THE RIGHT PACKAGE**
• Custom design high quality magazine featuring a local monthly attraction on the cover.
- 2. THE RIGHT PRODUCT**
• Our 5x8 magazine opens like a check book, with perforated pages. Full color printing on 80lb gloss stock.
- 3. THE RIGHT OFFER AND DESIGN**
• Our in-house graphic design and creative team will professionally design your ad to best meet your objective.
- 4. THE RIGHT MARKET**
• 105,000 residents in Chattanooga and surrounding areas with nine individual zones to choose from.
- 5. THE RIGHT FREQUENCY**
• Local Fare Magazine is the only direct mailer which mails 12 times per year at the first of each month.



FREE INTERNET



WWW.LOCALFARE.COM

- Complimentary to all customers
- Includes link to your website and email.

**COUPONS
ONLINE**

TELEVISION \$150 MONTHLY



5 SECOND MENTION ON LOCAL FARE'S 30 SECOND COMMERCIAL

- TV mentions run first two weeks of every month
- Spots run on select television stations
- Currently rotating 90 times

MAIL DIE
DIRECT MAIL DIRECT
ERNET IN
INTERNET INTERNET IN
LEVISION
TELEVISION TELEVISIC

local *fare*
magazine



2010 IN-HOME MAILING DATES

MAGAZINE IN HOMES

2010 MAILING ZONES

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
						2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17		19	20	21	22	23
24	25	26	27	28	29	30
31						

12/18/09 FINAL DEADLINE

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

1/19/10 FINAL DEADLINE

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16		18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2/17/10 FINAL DEADLINE

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	
	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

3/19/10 FINAL DEADLINE

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

4/19/10 FINAL DEADLINE

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
	21	22	23	24	25	26
27	28	29	30			

5/19/10 FINAL DEADLINE

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	
	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

6/18/10 FINAL DEADLINE

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

7/19/10 FINAL DEADLINE

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5		7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

8/19/10 FINAL DEADLINE

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11		13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

9/17/10 FINAL DEADLINE

NOVEMBER

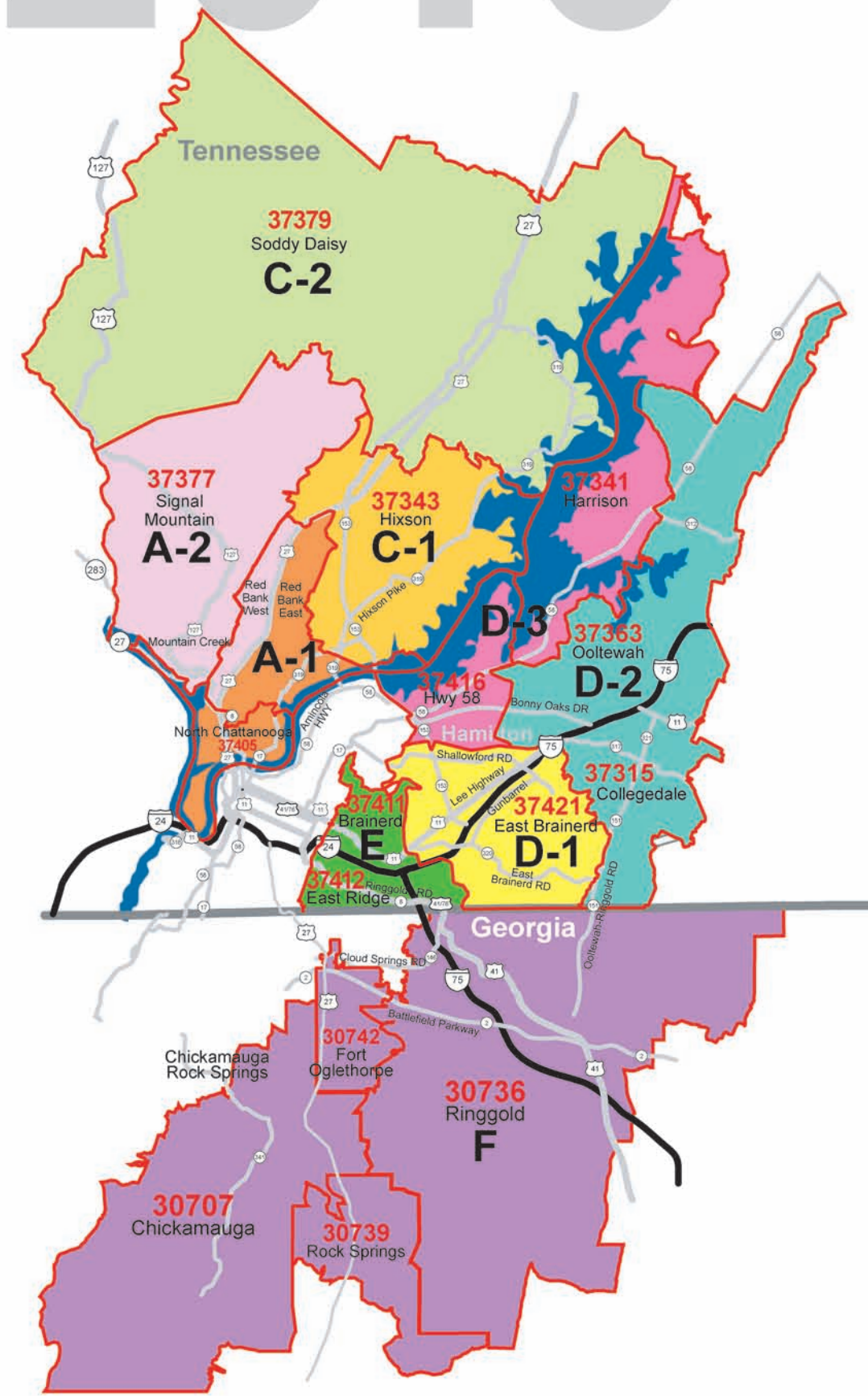
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15		17	18	19	20
21	22	23	24		26	27
28	29	30				

10/19/10 FINAL DEADLINE

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	
26	27	28	29	30	31	

11/19/10 FINAL DEADLINE



ZONE A-1
10,000 Households
NORTH CHATTANOOGA 37405
RED BANK-EASTERN 37415

ZONE A-2
10,000 Households
SIGNAL MOUNTAIN 37377
RED BANK-WESTERN 37415
MOUNTAIN CREEK 37405

ZONE C-1
15,000 Households
HIXSON 37343

ZONE C-2
10,000 Households
SODDY DAISY 37379

ZONE D-1
15,000 Households
E. BRAINERD 37421

ZONE D-2
10,000 Households
OOLTEWAH 37363
COLLEGEDALE 37315

ZONE D-3
10,000 Households
HARRISON 37341
Hwy 58 37416

ZONE E
10,000 Households
BRAINERD 37411
EAST RIDGE 37412

ZONE F
15,000 Households
FORT OGLETHORPE 30742
RINGGOLD 30736
CHICKAMAUGA 30707
ROCK SPRINGS 30739