



A Division of Bennett Advertising

Advertising Information

Dear Client,

House Hunter magazine is a tool useful for increasing profits and exposure for your business.

Published monthly and free to the public for 23 years, House Hunter is THE leading source for real estate sales, and local businesses as well as the best read, most reliable publication available to the public at no charge. It is distributed in information centers, supermarkets, convenience stores, fueling stations, hardware stores, retail businesses, fine dining & fast food establishments, real estate offices, motels and many more places. Our area coverage is Northeast Wyoming including Gillette, Newcastle, Sheridan, Buffalo, and Moorcroft. Plus, with a shelf life of 30 days, advertising in House Hunter just increased the awareness and exposure of your business by 7,000 readers per month!

The deadline for each month's issue is the 14th of the preceding month. We accept prebuilt ads and ad updates by e-mail. Our professional design team can create your ad using your ideas, our creative input, as well as any brochures or references you provide to us. Your ad is then proofed to you by fax or e-mail. Thanks to the speed of technology innovations, production and proofing times have been compressed giving us a very quick turnaround time from ad placement to reader exposure.

At Bennett Advertising we provide the best possible service at affordable rates. Our rates work on a sliding scale and decrease as the ad size increases. The price per month decreases as the contract duration increases. We encourage all customers to sign a one year contract to ensure space availability as well as the best price.

We hope you will find House Hunter magazine effective and affordable for your business's continued growth and profitability. Please feel free to contact us at the number or e-mail below to start the next step in your company's growth. All of the staff at Bennett Advertising are fully qualified to develop and implement a successful advertising plan, we look forward to a great working relationship with you and your staff. Thank you in advance for your time and consideration.

Sincerely,

Bennett Advertising

www.HouseHunterMagazine.org

307.687.0307 • 1.800.687.0307 • fax: 307.682.3449
househunter@vcn.com • P.O. Box 3224 • Gillette, WY • 82717



Web Site Advertising Information

Welcome to the new, improved and entirely revised House Hunter Magazine web site! We have made numerous changes and additions to the web site and would like to take this opportunity to briefly walk you through the details of each page and what they have to offer, to not only you as an advertiser, but to our viewers as well.

Deal! Estate Page: This page offers multiple advertising options, but the most prominent and productive ads of them all are the larger ads located in the middle of the page. These ads are designed specifically for property listings and can be linked directly to your web site or an online property tour. They may be updated as often as your featured property needs! Sold the property? Price reduction? Updated features? No problem! These ads are designed to be as current as the information that you give us!

Real Tips: This page offers two informational content boxes that change monthly to keep our viewers coming back for more to seek the advice continually provided. The articles on this page will only pertain to the Real Estate industry. Such as; Buyer Tips, Seller Tips, How to choose the right property for you, Things to consider when purchasing/selling a home, etc. Please let us know if you have an article that you would like to contribute to this page!

Property Finder: On the old House Hunter web site, this was the "Search" page for the listings that participating realtors chose to maintain and update on their own. Nothing has changed, except that we have now made advertising space available on the page.

Urban Calendar: This community calendar features events, schedules, information, and other important happenings within our local community. This is the go-to page for what, when and where. It will quickly become a lead source in creating more traffic to our web site which, in turn, leads to maximum exposure to you, our valued advertisers.

Neighbor's Flavor: This fun page features interactive articles of all kinds, ranging anywhere from cooking recipes to craft ideas! Also featured on this page are menus from our local participating restaurants so our readers can just go onto our web site and know exactly what to order before they go or call it in.

Market Map: Similar to our map in the House Hunter Magazine publication, this page offers two various locations to advertise. You may either choose to advertise in a larger ad located to the right or the left of the map or you may have your logo, with an arrow directing viewers to where you are located. Both ad options will link to the web site of your choice.

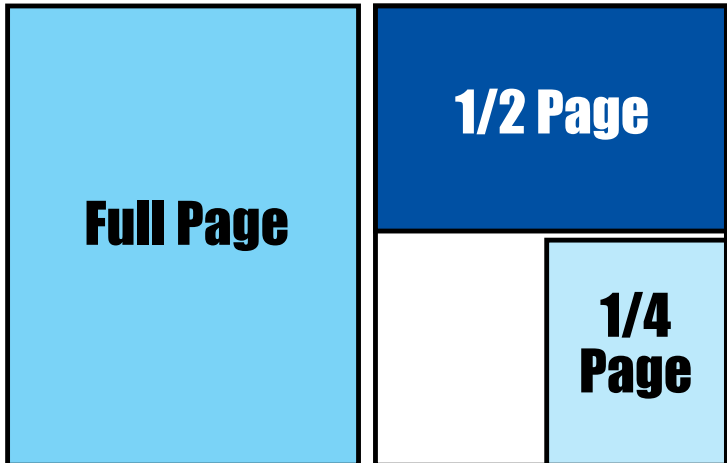
Sweet Escapes: This page is dedicated to vacations both small and large! We all know that everyone enjoys a little "sweet escape" and this page will feature content ranging from safe travel, traveling games, fun destinations, and so much more! This page will have special advertisers and articles from Spearfish, Deadwood, Sheridan, Buffalo and surrounding areas! Looking for your own "sweet escape", this informational page will give our viewers exactly what they are seeking.

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P. O. Box 3224 • Gillette • Wyoming • 82717-3224

HOUSE HUNTER news mag

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Magazine Ad Sizes

All Sizes are Measured in Inches

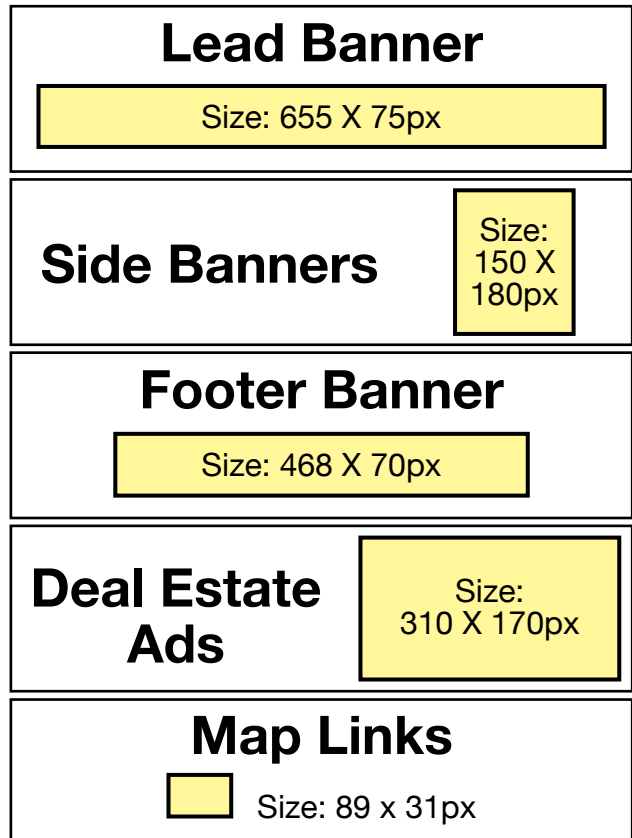
Full Page	7.25 x 9.625
1/2 Page H	7.25 x 4.75
1/2 Page V	3.5625 x 9.625
1/4 Page	3.5625 x 4.75
Map Ad	2.38 x 2.28

• **Full Color Gloss Paper** - House Hunter is printed entirely on full color glossy paper, ensuring the best quality advertising for you, the client. Your ad presented on glossy paper will be the most crisp and sharp form of print advertising you can buy.

• **Full Service Design Staff** - House Hunter employs a full time design staff to build your ad exactly how you want it. Once an ad is constructed it is proofed and changed until it is precisely built to portray the client's business. We will keep proofing and correcting the ad until you like it!

Website Ad Sizes

Sizes are Measured in Pixels



Web ads are set to certain limitations and regulations as follows: When placing an ad on the Deal Estate Page all elements must be provided by client, including: picture of property, a working link to the desired web site or online tour of property, address, agent name, phone number, office logo, agency, and a 20 word description per ad. If you would like to have your company featured on the Map Page, the client provides a single logo that is no bigger than 85 x 45 pixels (the visual size will be at the discretion of Bennett Advertising), and a link to the clients web site or a Google map with proper business location and information. Animated banners for the Footer Banner and Lead Banner slots will be determined on availability.

NEW!

House Hunter Magazine is pleased to offer a new element for our readers - Your Hometown Business & Services Directory! The Directory page is an eye catching, identifiable reference guide for everyone who utilizes our magazine, with categories that are specific to our readership and listed in alphabetical order. This page will quickly become the go-to page for local business and service contact information.

Directory Page: 2 lines....	APARTMENTS MY SHOP.....307-000-0000 1024 CHURCH AVE - GILLETTE	1 line...	HOME REPAIRS FLOOR 4 U307-000-0000
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