



BLUE THE BOOK



Lake Michigan

• South Haven

• Covert

• Bangor

• Hagar Shores

• Watervliet

• Lawrence

• Paw Paw

• Hartford

• Coloma

MICHIGAN

• Benton Harbor

• Milburg

• Benton Twp.

• Sister Lakes

• St. Joseph

• Stevensville

• Sodus

• Decatur

• Baroda

• Eau Claire

• Bridgman

• Berrien Springs

• Sawyer

• Dowagiac

• Lakeside

• Union Pier

• Buchanan

• New Buffalo

• Three Oaks

• Galien

• Niles

INDIANA

• Mishawaka & Granger

4 Week Commitment

2 Page Spread

\$1000/week

Full Page

\$550/week

3/4 Page

\$400/week

1/2 Page

\$290/week

1/4 Page

\$150/week

1/8 Page

\$80/week

THE BLUE BOOK is cost efficient.

- It covers your prime selling area with one buy.
- Cost about 1/3 of other untargeted publications.

Only 3% of people are in the auto buying cycle at any time.

- The Blue Book focuses just on that 3% therefore eliminating advertising waste.
- Research shows that consumers in the buying cycle search out auto ads in print and the internet.

Auto buyers love pictures, especially sharp color pictures.

- THE BLUE BOOK provides Full-Color pictures.

Ask about pick-up discounts into Michigan's *Great Southwest*



MAILED TO NEARLY 37,000 HOMES!



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