

# RIVER ROAD

I M P R O V E M E N T C O R P O R A T I O N

POST OFFICE BOX 1296, FAIR LAWN, NJ 07410 \* 201-797-3442

## **Business Owners of the River Road District:**

Staying top-of-mind with consumers is important during these tough economic times. Yet, finding dollars in your budget to pay for advertising and promotions can be hard to do. The River Road Improvement Corporation (RRIC) understands the challenges facing business owners in our District and is responding with a new program **featuring co-op advertising at discounted rates.** This program is being subsidized by RRIC to give all businesses in the River Road District a chance to reach consumers in ways they might not be able to afford on their own.

## **RIVER ROAD IMPROVEMENT CORPORATION ADVERTISING INITIATIVE**

In a new partnership between RRIC and North Jersey Media Group (NJMG), publisher of *The Community News* and the *Fair Lawn Focus*, the RRIC will launch a six-month advertising program that includes **three co-op advertising opportunities** for RRIC businesses in addition to three one-page themed Focus ads for the district.

The six-month program has been organized as follows:

October: "From the Everyday to the Exotic"

- **November: "Open Sundays" (co-op advertising offering 3 ad sizes - 1/8, 1/4 & 1/2 pages; order deadline is October 22)**

December: "Holidays in the River Road District"

- **January: Theme TBD (co-op advertising: offering 3 ad sizes - 1/8, 1/4 & 1/2 pages)**

February: "2008 Highlights"

- **March: Theme TBD (co-op advertising: offering 3 ad sizes - 1/8, 1/4 & 1/2 pages)**

## **November "Open Sundays" Co-op Advertising Details:**

**Based on a discounted price of \$600 per page offered by NJMG, the RRIC subsidized costs for the co-op advertising program to RRIC district businesses will be:**

**HALF PAGE - \$150.00**

**QUARTER PAGE - \$75.00**

**EIGHTH PAGE - \$37.50**

**Ad sales will be handled by representatives of North Jersey Media Group, working in cooperation with RRIC. NJMG can also assist you in creating an ad if you do not have something already prepared. A "Fact Sheet" providing the complete details about the co-op advertising program has been attached for your information and convenience.**

The "Open Sundays" co-op advertising theme is to promote the fact that many River Road businesses are open to serve consumers and visitors on a day most associate with Blue Law closings in Bergen County. Advertising opportunities in the November issue will be open only to those businesses in the River Road District that are open on Sundays. **Place your order for this November issue by October 22.**

The January and March issues will also include co-op advertising opportunities for RRIC members and will be open to any River Road business interested in participating in those special sections. New topics that highlight and benefit businesses in the District are being developed for those issues and for future ad features, based on the response from RRIC member businesses and commercial property owners to this new initiative.

If you are interested in participating in the River Road District co-op advertising program, please contact Andrew Garret at North Jersey Media Group by calling 973-569-7212 or emailing [Garrett@northjersey.com](mailto:Garrett@northjersey.com) . You can also contact Diana Vitrano at RRIC by calling 201.797.3442 ext. 11 or emailing [diana@donsmartt.com](mailto:diana@donsmartt.com). Checks are to be made payable to River Road Improvement Corporation and mailed to P.O. Box 1296, Fair Lawn, NJ 07410.

For more information about the programs or the River Road Improvement Corporation, visit [www.FairLawnRiverRoad.com](http://www.FairLawnRiverRoad.com). Thanks for your time and consideration. We hope to hear from you soon, and look forward to your participation.

Sincerely,

*Charlie Wrubel*

Charlie Wrubel, Marketing Committee Chairman