

The **BRIGHT SIDE**

Multiple Discount Rates

The Bright Side offers multiple discount rates* to advertisers who use the same ad in more than one of our papers published each month. To qualify for the discount rate the ad must stay the same size and the only change that can be made is the expiration date. Our most popular sizes and rates for one or more zones are listed in the chart below.

AD SIZE	ONE ZONE	TWO ZONES	THREE ZONES	FOUR ZONES
1/8 Page 5" x 3.250"	\$150	\$270	\$405	\$540
1/4 Page 5" x 6.875"	\$250	\$450	\$675	\$900
3/8 Page 5" x 10.5"	\$360	\$648	\$972	\$1296

The Bright Side Community Newspaper is published once a month and delivered by direct mail to residents in the zones listed below.

Zone 1 – Mails to 28,000
Kennesaw/Acworth
Brookstone to Legacy Park
30152, 30144, 30101
First Published March, 1992

Zone 3 – Mails to 18,000 initially
Greater Acworth
Cedarcrest Communities (East Paulding)
to Chestnut Hills(Hwy92&BellsFerry)
30101, 30102
First Publication, Mar. 2005

Zone 2 – Mails to 20,700
West Marietta/Powder Springs
30064, 30127
First Published Feb., 1997

Zone 4 –Mails to 21,500 initially
Smryna Vinings
30080, 30082, 30339
First Publication, Feb 2005

AD RATES INCLUDE WRITING, DESIGN, TYPESETTING & PRODUCTION OF AD, PLUS PRINTING AND POSTAGE . ADVERTISE 3 X'S IN A ROW -- WE'LL PUBLISH A STORY ABOUT YOU AND YOUR BUSINESS. ALL ADVERTISEMENTS MUST BE PAID FOR IN ADVANCE.

ONE INVOICE - ONE CHECK*

These discounts apply only when the advertiser pays the total amount due for the month at the presentation of the invoice for the first issue published for the month and understands that the only ad changes that can be made on the ad for the second issue is the expiration date.