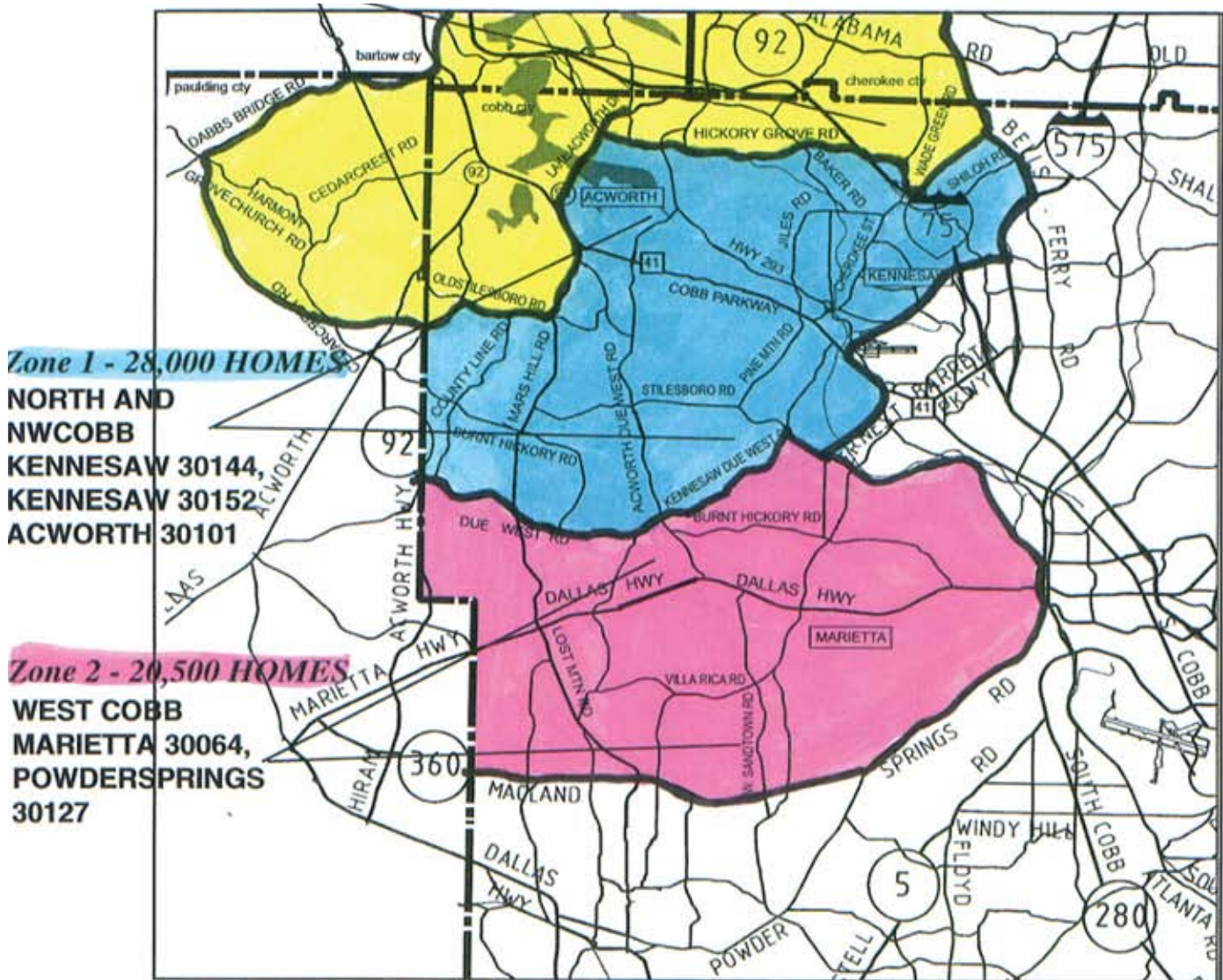


The Bright Side

Cobb's Community Newspapers


Mailing Areas




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Call us at ...770-851-5469 or
visit www.BrightSideNews.com

Zone 4 - 21,500 HOMES
SMYRNA/VININGS
SMYRNA 30080, 30082
VININGS 30339

 Bright Side Community Newspapers



@Brightsidenews1 

Monthly Circulation may vary approx. 10-15% Increase/Decrease-dependent upon number of pages in publication. 2.5 Readers/household approx.

The BRIGHT SIDE

BLACK & WHITE AD RATES FOR ONE ZONE

Color Charge per zone: \$75 for 1/8, 1/4 page or 1/2 page, \$150 for full page - No discounts on color charge



Introductory Offer
\$950.00

A large blue rectangle representing a full page advertisement.

Full Page 10.375" x 13.25"

1 time \$1150.00/month
3 times \$950.00/month
6 times \$850.00/month

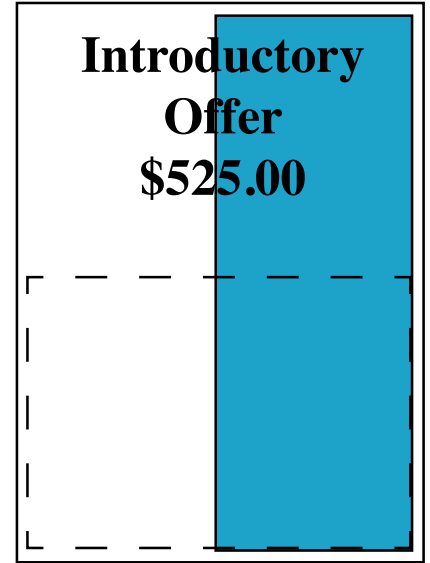


Introductory Offer
\$740.00

A blue rectangle representing a 3/4 page advertisement, with a dashed line indicating the top edge of the page.

3/4 Page 7.5" x 13.25"

1 time \$830.00/month
3 times \$740.00/month
6 times \$650.00/month



Introductory Offer
\$525.00

A blue rectangle representing a 1/2 page advertisement, with a dashed line indicating the top edge of the page.

1/2 Page 5" x 13.25" or 10.375 x 6.5"

1 time \$600.00/month
3 times \$525.00/month
6 times \$450.00/month



Introductory Offer
\$360.00

A blue rectangle representing a 3/8 page advertisement, with a dashed line indicating the top edge of the page.

3/8 Page 5" x 9.75" or 7.5" x 6.5"

1 time \$420.00/month
3 times \$390.00/month
6 times \$360.00/month



Introductory Offer
\$250.00

A blue rectangle representing a 1/4 page advertisement.

1/4 Page 5" x 6.5"

1 time \$300.00/month
3 times \$275.00/month
6 times \$250.00/month



Introductory Offer
\$150.00

A small blue rectangle representing a 1/8 page advertisement.

1/8 Page 5" x 3.25"

1 time \$200.00/month
3 times \$175.00/month
6 times \$150.00/month

10% discount off TOTAL if advertising in multiple zones in the same time period

All Advertising must be paid by the time of publication

AD RATES QUOTED ARE FOR ONE MONTH IN ONE ZONE AND INCLUDE PRODUCTION OF AD COPY IF NEEDED AT NO EXTRA CHARGE

Advertise 3 months in a row in the same zone -- We will publish a story about your business

About Us...



Since OUR first publication in 1992, the Bright Side Community Newspapers has had a commitment to our community of only publishing positive news and stories about our schools, churches, youth sports, civic groups, and upcoming special events.

Twenty-two years later The Bright Side Community Newspapers is still a true community newspaper filled with positive news and community events for our readers that live, not only in Kennesaw and Acworth, but also in Marietta/Powder Springs, Smyrna/Vinings and South Cobb. These four community newspapers, published each month, reach over 90,000 homes by **DIRECT MAIL** in addition to being published **ONLINE** at www.brightsidenews.com.

The Bright Side Newspaper devotes approximately 50% of its pages to editorial space with over 90% of its stories submitted by readers and advertisers, making us a true community newspaper. Advertising in a community newspaper is the most cost effective way for your business to reach your target market and let your customers know you are very much part of your community.

It is a testament to our quality that many of our advertisers from 1992, are still with us today and recommending us to other businesses. Our difference is our commitment to serving the community with information not just advertisement.

Carol Thompson, Editor
770-851-5469
brightnews@aol.com

What our Advertisers say about us!

UR THE BEST. I'm amazed at all the detail and information you provide. . THE PAPER IS AWESOME!!

*Frank Ryan, Hospitality Recruiter,
Patrice and Associates.*

Being an advertiser and columnist in the Bright Side has strengthen my presence in the community. You become a household name, a resident of the neighborhood when people see you regularly in the paper. Atlanta is a big place, and the Bright Side is a warm friendly community within the city.

Linda Lipp, {OFH} Clothing for a Cause

I have advertised with the Bright Side Newspapers since 1992. It has been the most effective way to keep my name in front of the public.

David Grant, State Farm Insurance

My Team truly enjoys advertising in the Bright Side. The staff is very helpful with setting up our ad layout and making the ad space profitable for my small business.

Melissa Krudwig, Think Melissa Team, Real Estate

I have advertised in the Bright Side since 1992. Most of my clients are located pretty close to Kennesaw and for me, the focused distribution of the paper fits my needs very well. Advertising in the Bright Side really anchors me into the local community, where my target market is located.

Ray Rhoades, CPA, Rhoades Accounting

Our chiropractic office has had the pleasure of advertising with The Bright Side for over fifteen years. My father started with the Bright Side and told me it was the most important and effective advertising he ever did. While we have tried other advertising media, we always stayed consistently with the Brightside. The news is positive, the message is great and it is the place the community goes when they want to find out what is going on in in our area. Being associated with the Brightside has increased the level of community spirit and credibility for the Eaton Chiropractic name.

Dr. Cris Eaton Welsh, Eaton Chiropractic

If you own a business and you want the best results for your advertising dollar, I whole-heartily recommend The Bright Side News for your advertising needs.

Carol Thompson, the editor, has a special way of designing ads that make them work. I have seen this happen for me time and time again. According to my records, 35% of my clients have come from the Bright Side News. You would be surprised how many look at this paper.

If you are like me, you must budget your money to survive. All the more reason to advertise with these people. They are smart, easy to work with and you truly get what you pay for. Try an ad for six months and you will see what I mean.

Phil Robinson www.philrobinsontaichi.com

The **Bright Side**

Cobb's Community Newspapers

The Road To Success Starts With Advertising! *We Can Help!*

10 reasons to Advertise with the Bright Side Newspapers

10. As an active member of our community for 40 years, we know your target market.
9. With 38 years marketing experience, we understand what works.
8. The Bright Side Newspapers are an established advertising medium, we have been publishing the Bright Side Newspapers for over 20 years.
7. We are a REAL community newspaper with 50% of our space devoted to local stories. Every 1/8 page ad space purchased provides the same amount of space for publishing articles and stories from our community.
6. We are read. Over 90% of our articles are submitted by our readers.
5. We help you create your ad and we help promote your business with a story when you stay in one zone for three months in a row.
4. We are delivered by direct mail to over 66,000 homes in Acworth, Kennesaw and Marietta. Advertise in one zone or all three!
3. We are published on the web, and experience over 12,000 page views per month
2. Our rates are low and there are no hidden fees
1. We Want YOU to stay in business, we are here to help!!

***Check Out our Rates at www.brightsidenews.com
To Advertise with The Bright Side Community Newspaper
Email us at Brightnews@aol.com or
Call us at 770-851-5469
We look forward to working with you!***

