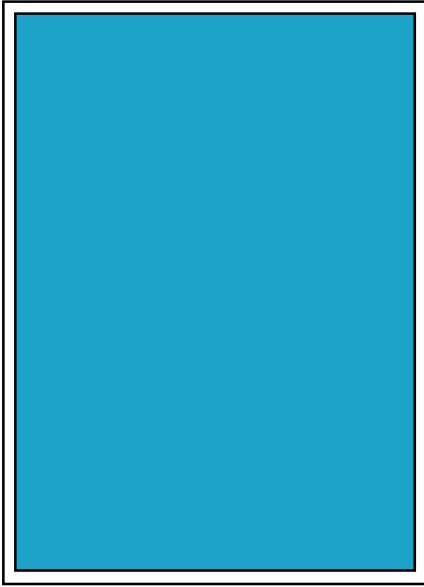


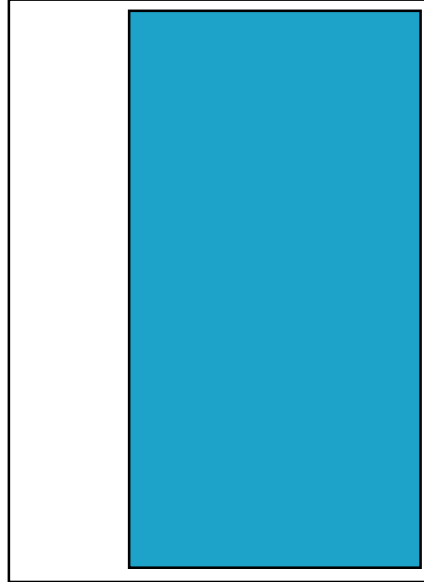
The BRIGHT SIDE

AD SIZES & RATES



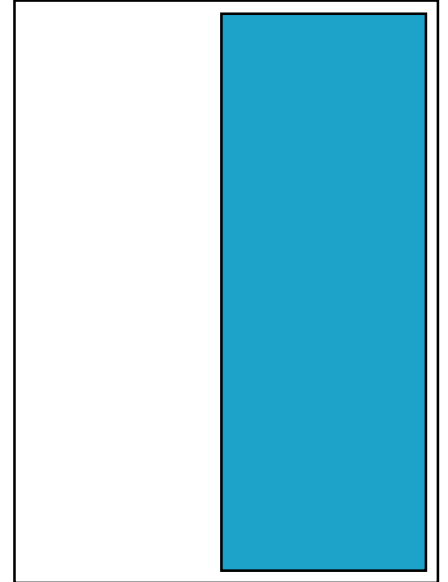
Full Page 10" x 13.25"

1 issue \$1150.00
3 issues \$950.00/ea.
6 issues \$850.00/ea.



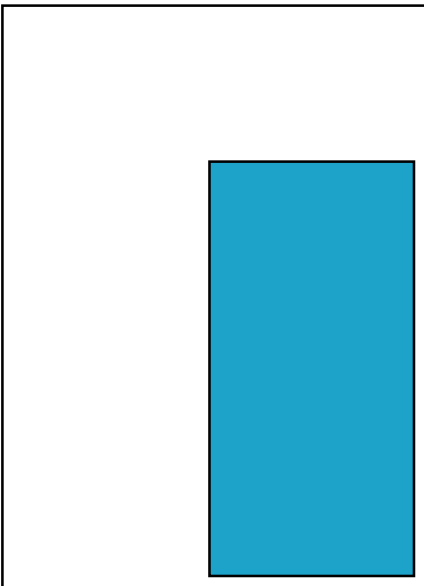
3/4 Page 7.5" x 13.25"

1 issue \$830.00
3 issues \$740.00/ea.
6 issues \$650.00/ea.



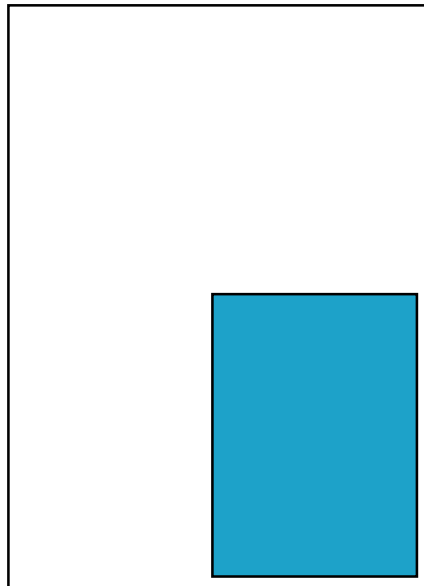
1/2 Page 5" x 13.25"

1 issue \$600.00
3 issues \$525.00/ea.
6 issues \$450.00/ea.



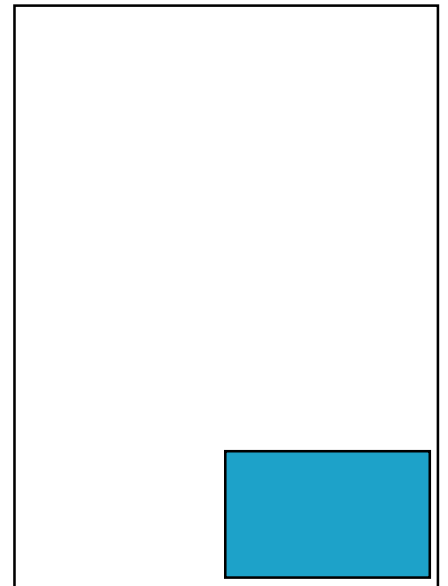
3/8 Page 5" x 9.75"

1 issue \$420.00
3 issues \$390.00/ea.
6 issues \$360.00/ea.



1/4 Page 5" x 6.5"

1 issue \$300.00
3 issues \$275.00/ea.
6 issues \$250.00/ea.



1/8 Page 5" x 3.25"

1 issue \$200.00
3 issues \$175.00/ea.
6 issues \$150/ea.

All Advertising must be paid by the time of publication

AD RATES QUOTED ARE FOR PER ISSUE INSERT AND INCLUDING WRITING, DESIGN, TYPESETTING & PRODUCTION OF AD COPY, IN ADDITION TO PRINTING AND POSTAGE

ADVERTISE 3X'S IN A ROW -- WE'LL WRITE A STORY ABOUT YOUR BUSINESS

THE BRIGHT SIDE IS YOUR COMMUNITY NEWSPAPER

Filled with news and events of your Cobb County area, The Bright Side keeps you abreast of what's happening in your schools, civic groups, churches and government. Over 85% of our stories are submitted by our residents. Commit to advertising three times in a row and we'll publish a story about you and your business. We have served Cobb County since 1992.

THE BRIGHT SIDE IS DELIVERED BY DIRECT MAIL

FIVE ZONES TO CHOOSE FROM

Now you have a greater selection to choose from to reach your target market. Whether it is one zone or multiple zones you now have the opportunity to reach as many as 100,000 homes by direct mail in our areas.

THE BRIGHT SIDE'S AD RATES ARE THE LOWEST!!!

No one else can match our rates. Other direct mail programs charge up to \$600.00 for a mailing to 15,000 homes. Bright Side's one-quarter page at \$250.00 is less than half this amount and reaches more homes.

Call Carol or Jen at...
770-423-9555
and let's get started!!

THE BRIGHT SIDE'S
QUARTER PAGE AD
ACTUAL SIZE 5 " W by 6.5 " H

\$250.00

INTRODUCTORY OFFER - NO CONTRACTS

**Guaranteed
No Hidden Costs**

**Rates include Production,
Printing and Postage.
Provide your own Ad Copy
or we will Create it for you
at no extra charge.**

**LESS THAN 1¢
PER HOUSEHOLD**

THE BRIGHT SIDE'S
ONE-EIGHTH PAGE AD
ACTUAL SIZE 5" W x 3.25" H

\$150.00

INTRODUCTORY OFFER - NO CONTRACTS

3/8 PAGE AD RATE \$360.00
1/2 PAGE AD RATE \$475.00
FULL PAGE AD RATE: \$900.00

LESS THAN 1/2 ¢ PER HOUSEHOLD

The BRIGHT SIDE

Combination Rates

The Bright Side offers a discount* 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 6.5"	\$250	\$450	\$675	\$900
3/8 Page 5" x 9.75"	\$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
Greater Acworth
Cedarcrest Corridor to
to Chestnut Hills(Hwy92&BellsFerry)
30101, 30102

Zone 2 – Mails to 22,000
West Marietta/Powder Springs
30064, 30127
First Published Feb., 1997

Zone 4 –Mails to 21,500
Smryna Vinings
30080, 30082, 30339

Zone 5 - Mails to 20,000 homes in South Cobb: Mabelton, Austell and Smyrna

AD RATES INCLUDE HELP WITH DESIGN & 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.

The Bright Side Community Newspapers
P O Box 935 • Kennesaw, GA 30156 • 770-423-9555