



*It's affordable and it works!<sup>sm</sup>*

# Media Kit

## EXCLUSIVE HOMEOWNER ASSOCIATION NEWSLETTERS

White Eagle • Tall Grass • Stonebridge • Oakhurst • Stillwater

Breckenridge • River Run • Ashbury • Brighton Ridge • Clow Creek

Knoch Knolls • Brookwood Trace • Tamarack • Rose Hill • High Meadow

South Pointe • Penncross Knoll • Saddle Creek • Ashwood Club

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Did you know that **39% of consumers try a business** for the first time because they saw a printed advertisement?

You don't need to go door-to-door to find customers...  
you just need to advertise **SMARTER!**

**CALL TODAY...630-585-9340 OR VISIT OUR WEBSITE!**

Homeowners get a 10% discount!  
Volume advertising will be offered at discounted rates to help with **YOUR**  
marketing campaign!

[www.pbspublications.com](http://www.pbspublications.com)

**Preferred Business Services, Inc.**

p. 630-585-9340 | f. 630-585-8232 | e. [janfoster@pbspublications.com](mailto:janfoster@pbspublications.com) | w. [pbspublications.com](http://pbspublications.com)

**Smart  
marketing  
will help  
YOU grow  
YOUR  
business!**

**We reach some of  
the most exclusive  
communities in the  
Naperville and  
Aurora area targeting  
over 12,000 homes.**

**Let us show  
YOU how to  
reach them  
as well!**

**We are responsible  
for homeowner  
association  
newsletter publishing  
in Naperville and  
Aurora. Each  
publication contains  
timely neighborhood  
news with local flair  
for added interest.  
As part of your  
marketing  
communications  
plan, this advertising  
technique is your  
best resource for  
reaching a targeted  
audience.**

**Since the news  
content is submitted  
by the residents,  
YOUR message is  
read.**



REFERRED BUSINESS SERVICES  
**PUBLICATIONS**

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## Upscale Target Market

- With household incomes greater than \$100K and home values in the \$400K to \$1+M range, this ensures the highest target market for YOUR business maximizing the return on YOUR advertising dollar.
- Advertising with PBS Publications allows YOU to select targeted households, and YOUR message does not get lost in the ever-growing sea of loose direct mail pieces people receive.
- The readership of these publications is extremely high. Because the content of the publication is submitted by the residents, it is proven that homeowners look forward to reading their newsletter.

## Cost-Effective Advertising

- PBS Publications has an advertising program for every budget. No contracts to sign, no commitment for more than one month gives YOU, the business owner, the flexibility with YOUR marketing dollar.

## Testimonials

- "I highly recommend advertising in PBS's newsletters. They have given me great exposure, especially in my local market where my customers live. Customers tell me that they keep the newsletters in case they need something, and I can't count the times people have walked in to my center holding our ad from their subdivision newsletter! PBS Publications is a pleasure to work with, and, especially if you are a small business, there is no greater return on your advertising dollar!"

*Terri Hubbard - Owner, E.nopi Math and Reading Enrichment Center ~ Naperville, IL*

- "Advertising with Preferred Business Services' neighborhood publications has been a great opportunity for our restaurants. Most of our customers are local, so to be able to bring restaurant highlights, specials and promotions right to their door is exactly what we were looking for!"

*Jennifer Pudwill, Event Manager - Hotel Arista at CityGate Centre ~ Naperville, IL*

- "PBS Publications has been helping A.D.O.P.T. Pet Shelter promote events and fundraisers for over 5 years now. They are always very responsive in meeting our needs and always go the extra mile to promote our events in as many venues as possible. We are very grateful to have their help and support in promoting the needs of our homeless animals."

*Sandy Boston, President - A.D.O.P.T. Pet Shelter ~ Naperville, IL*

- "I have been a full time Realtor in Naperville for almost 30 years and for the last 14 years, I have chosen to advertise monthly with Preferred Business Services Publications because I know their product, exposure and service is top notch. I would highly recommend them to any business who is looking for excellence."

*Caroline Senetar - REALTOR, Re/Max of Naperville*

- PBS Publications has high quality publications that has resulted in community awareness, specific name recognition and new customers.

*Mike & Diane O'Malley, Owners - Tutoring Club of Naperville*

## Newsletter Facts

- A majority of the advertising contained in the HOA newsletters is from consecutive month-to-month advertisers. This direct mail, targeted marketing has been very successful for them over the past 20 years!
- Response rates of those who advertise on a longer term will ensure better exposure and gives the reader an opportunity to notice YOUR advertisement.

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**HOMEOWNER ASSOCIATION NEWSLETTERS ~ B&W AND COLOR AD RATE SHEET**

Publication	# of Homes Delivered	Frequency & Delivery	# of Months	Black & White Ads					Color Ads
				Full Page	1/2 Page	3/8 Page	1/4 Page	1/8 Page	Full or 1/2
White Eagle	1,150	Monthly - 1st		<input type="checkbox"/> \$195	<input type="checkbox"/> \$110	<input type="checkbox"/> \$95	<input type="checkbox"/> \$90	<input type="checkbox"/> \$75	<input type="checkbox"/> \$360
Ashbury	1,225	Monthly - 1st		<input type="checkbox"/> \$195	<input type="checkbox"/> \$110	<input type="checkbox"/> \$95	<input type="checkbox"/> \$90	<input type="checkbox"/> \$75	<input type="checkbox"/> \$360
Tall Grass	1,125	Monthly - 5th		<input type="checkbox"/> \$195	<input type="checkbox"/> \$110	<input type="checkbox"/> \$95	<input type="checkbox"/> \$90	<input type="checkbox"/> \$75	<input type="checkbox"/> \$360
Ashwood Club	550+	Monthly - 10th		<input type="checkbox"/> \$165	<input type="checkbox"/> \$105	<input type="checkbox"/> \$85	<input type="checkbox"/> \$80	<input type="checkbox"/> \$65	<input type="checkbox"/> \$260
Stonebridge	1,000	Mar Jun Sep Dec - 15th		<input type="checkbox"/> \$195	<input type="checkbox"/> \$110	<input type="checkbox"/> \$95	<input type="checkbox"/> \$90	<input type="checkbox"/> \$75	<input type="checkbox"/> \$360
Oakhurst	2,300	Monthly - 15th		<input type="checkbox"/> \$300	<input type="checkbox"/> \$210	<input type="checkbox"/> \$170	<input type="checkbox"/> \$160	<input type="checkbox"/> \$100	<input type="checkbox"/> \$700
River Run	525	Monthly - 10th		<input type="checkbox"/> \$150	<input type="checkbox"/> \$100	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$235
Stillwater	580	Monthly - 10th		<input type="checkbox"/> \$150	<input type="checkbox"/> \$100	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$235
Knoch Knolls	450	Odd Month - 15th		<input type="checkbox"/> \$150	<input type="checkbox"/> \$100	<input type="checkbox"/> \$80	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$235
High Meadow	625	Odd Month - 15th		<input type="checkbox"/> \$165	<input type="checkbox"/> \$105	<input type="checkbox"/> \$90	<input type="checkbox"/> \$80	<input type="checkbox"/> \$70	<input type="checkbox"/> \$260
Breckenridge	300	Monthly - 10th		<input type="checkbox"/> \$120	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$170
Rose Hill Farm	275	Even Month - 5th		<input type="checkbox"/> \$120	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$170
Tamarack	225	Even Month - 5th		<input type="checkbox"/> \$120	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$170
Brighton Ridge	300	Monthly - 5th		<input type="checkbox"/> \$120	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$170
South Pointe	325	Odd Month - 5th		<input type="checkbox"/> \$120	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$170
Penncross Knoll	150	Odd Month - 10th		<input type="checkbox"/> \$120	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$170
Brookwood Trace	375	Even Month - 15th		<input type="checkbox"/> \$135	<input type="checkbox"/> \$85	<input type="checkbox"/> \$75	<input type="checkbox"/> \$70	<input type="checkbox"/> \$60	<input type="checkbox"/> \$190
Saddle Creek	325	Even Month - 10th		<input type="checkbox"/> \$120	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$170
Clow Creek	275	Even Month - 10th		<input type="checkbox"/> \$120	<input type="checkbox"/> \$75	<input type="checkbox"/> \$65	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50	<input type="checkbox"/> \$170

<b>AD SIZES</b>	Full Page	7.5"w x 10"h
	1/2 Page	7.5"w x 5"h or 3.5"w x 10"h
	3/8 Page	3.5"w x 7.25"h
	1/4 Page	3.5"w x 5"h
	1/8 Page	3.5"w x 2.25"h

**PRICING**

\* Color ads are full page or 1/2 page back cover  
(Call for availability for back cover)

- Pricing is quoted per publication per month
- SAVE 10% for 3 publications or 3+ months
- All pricing is subject to change without notice

**DEADLINE IS THE 15TH OF EVERY MONTH FOR NEXT MONTH'S PUBLICATION**

**ARTWORK SPECS**

- Pricing is based on camera-ready art submitted electronically
- Preferred formats are PC: PDF, JPEG, EPS, AI, PSD or MS
- All artwork must be provided at the exact size / 300 dpi - Files submitted at a lower resolution are not guaranteed to print correctly.
- Ad design is available at a one time fee of \$60.

**PLACE AN AD**

- A completed insertion order and payment is required prior to publishing
- Send artwork to [fosterpbs@msn.com](mailto:fosterpbs@msn.com)
- Send insertion orders by email or fax
- Send payment by the 15th of the month payable to:  
Preferred Business Services, Inc.  
971 Waterside Court  
Aurora, IL 60502  
**WE ACCEPT VISA & MASTERCARD**

**DEADLINE 15TH | p. 630-585-9340 | f. 630-585-8232**  
**e. [janfoster@pbspublications.com](mailto:janfoster@pbspublications.com) | w. [pbspublications.com](http://pbspublications.com)**

**ADVERTISING INSERTION ORDER**

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No: \_\_\_\_\_ Email: \_\_\_\_\_ Payment: Check  Credit Card

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ CVV Code: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

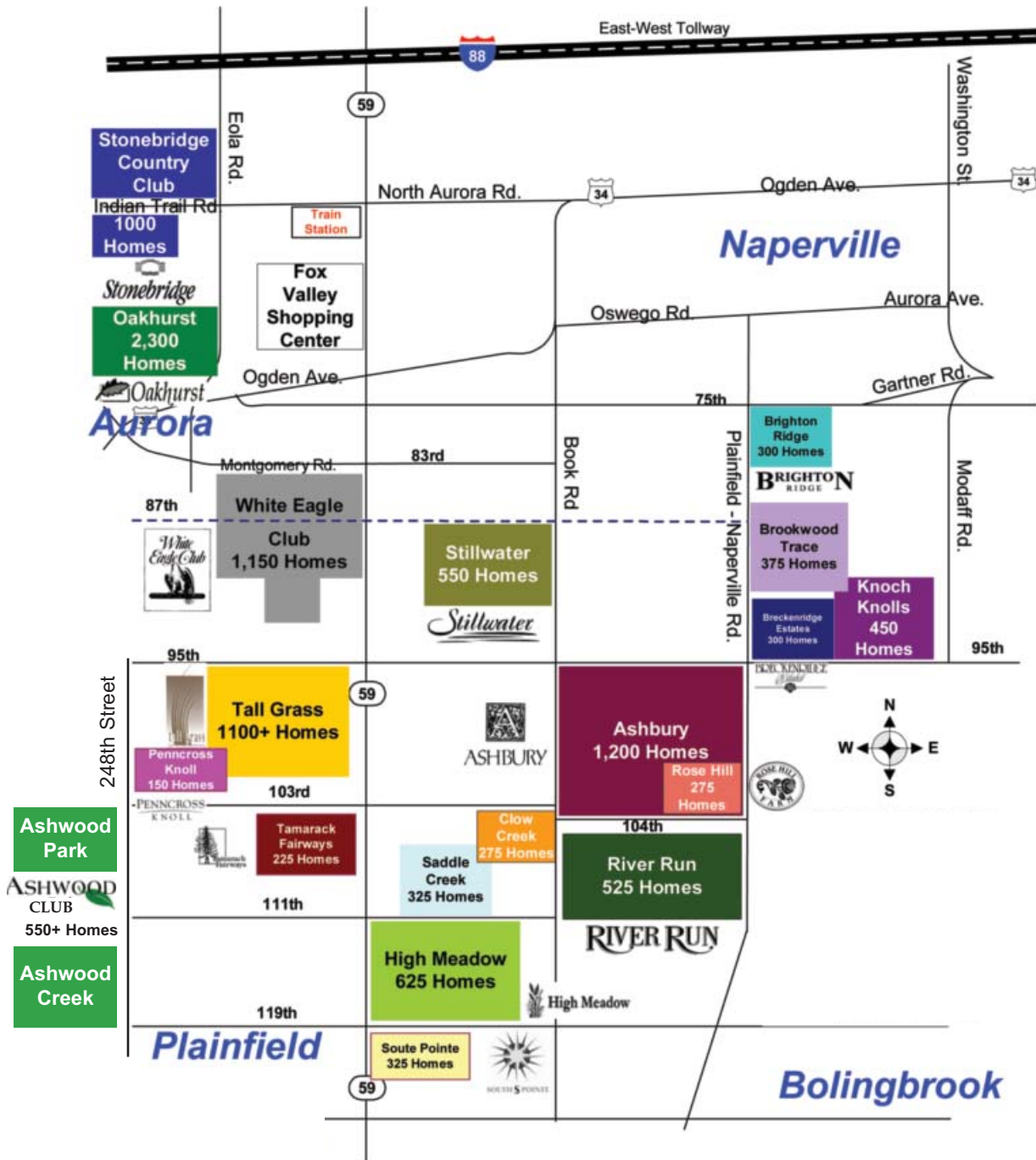
Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# REFERRED BUSINESS SERVICES PUBLICATIONS

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## Coverage Map of Neighborhood HOA Newsletters



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