

distinctively *Bloomington*

BE A PART OF
THE **MOST BEAUTIFUL**,
MOST EXCITING, **MOST CREATIVE** MARKETING
PIECE THAT BLOOMINGTON HAS EVER SEEN.

—From the publishers of Bloom Magazine

COMING
IN AUGUST
2013



AN OFFERING EXCLUSIVELY FOR BLOOMINGTON'S BEST AND MOST ICONIC LOCAL BUSINESSES





COMING
IN AUGUST
2013

distinctively
Bloomington
★ places ★
and faces that make our town special



SPREAD
AD EXAMPLE

ONE-PAGE AD EXAMPLES

WHAT IS DISTINCTIVELY BLOOMINGTON?

- ★ An advertising **BOOK** about Bloomington
- ★ Printed on high **QUALITY** smooth & vellum cover paper stock
- ★ Available **IN ROOMS** at Bloomington's best hotels, inns, and B&Bs
- ★ A **PREMIUM GIFT** for your best customers
- ★ **16 MONTH** shelf life
- ★ A minimum of **25,000** issues in print

OUR MISSION

- ★ To show our town's friendly, professional, creative environment for the purpose of encouraging visitors to **extend their future stays** and to consider Bloomington a recreational, culinary, shopping, and artistic destination.
- ★ To further the *Bloom Magazine* mission of encouraging residents to support our **local** stores, restaurants, entertainments, and professionals.
- ★ To serve as a guide for **new and potential residents** to our town.

Ad Rates

	1 Page	Spread
0X Bloom Advertiser	\$1950	\$3650
3X Bloom Advertiser	\$1650	\$3050
6X Bloom Advertiser	\$1450	\$2650

Payable in 2 Installments

1/3 on signing

2/3 after publication

Photography and Style

To ensure high quality, all ads must conform to the *Distinctively Bloomington* style.

- ★ On request we will provide one **FREE PHOTOGRAPHY*** session by *Bloom Magazine's* outstanding photographers Steve Raymer or Shannon Zahnle.
- ★ We will provide a list of recommended graphic designers who can help you with your ad.

***Note:** The photography may be used only in *Distinctively Bloomington* and in other venues by arrangement with the photographer.

Style Guidelines

- ★ Minimal text. No more than 40 words per page.
- ★ No corporate ads. Only local.
- ★ A preference for local owners, employees, and customers in the ad.
- ★ High quality photography.
- ★ Artistic design consistent with the look and feel of *Distinctively Bloomington*.

TO ADVERTISE, contact **Malcolm Abrams, publisher**, at **ads@magbloom.com** or call **812-323-8959 EXT. 1**.