

# DEPOT DISPATCH MEMO

To: All Depot Dispatch Advertisers  
Date: February 2011  
From: Ed Putnam, Editor  
Subject: **Consecutive Advertising Thank You and Promotion**

The *Depot Dispatch* would like to offer a discount to our loyal advertisers.

Based on your fiscal year orders, we are offering the following advertising credit program to businesses that place 12 consecutive monthly ads. The credit will be applied to future advertising orders.

<u>Dollars Spent</u>	<u>Credit available toward 13<sup>th</sup> ad</u>
Less than \$500	4%
\$501 - \$1,000	6%
\$1,001 - \$2,000	8%
\$2001 and over	10%

**Example:** If you spend \$600 for 12 consecutive months of ads, you will receive \$36 credit toward your 13<sup>th</sup> ad.

**Want to participate? Start consecutive monthly advertising now!**

We plan to offer this credit program on an annual basis, so if you have not been a consecutive advertiser, you may want to start now.

After placing twelve consecutive monthly advertisements with the *Depot Dispatch* over the next year, you will receive a credit toward the following year. The 12 consecutive ads may be any size you desire. Our aim is to secure regular advertisers and reward them for their business, loyalty, and support of the *Depot Dispatch* and the Elkhart Lake Area Chamber of Commerce.

Please keep this in mind: according to our accounts receivable policy, if your account is three months past due, your ad will be discontinued until you have paid your invoice(s). Delinquent invoices and a break in consecutive advertising will result in forfeiture of the anticipated advertising credit.

Our list of advertisers is growing. As advertising space increases, so will the size of the newspaper. Our goal is to maintain a 50/50 ratio between articles and advertisements. Suggestions for stories, articles and announcements are encouraged. The *Depot Dispatch* welcomes help in making sure important information is shared with our readers.

Again, thank you for your support. If you have questions about this incentive program, please call the Chamber at 876-2922 and ask for Ed Putnam or e-mail [depotdispatch@elkhartlake.com](mailto:depotdispatch@elkhartlake.com)