



BUY-WAY YARD SALE

**AUGUST
11, 12 & 13
2016!**

RATE CARD 2016

**Lincoln Highway BUY-WAY Yard Sale
TRAVELERS GUIDE & MAP**

Now in its twelfth year, 30,000 Travelers Guides will be distributed across Ohio and neighboring states one week prior to the BUY-WAY which draws thousands from all over the U.S. to shop.

Call Mike Hocker, OLHHC Executive Director at 419-468-6773. Ads are first-come-first-served! Close date is April 30th.

Listing: **\$65** (Approx. 30 available. Size determined by available space). Includes nearest community in bold; sale days, organization, if applicable, location description, short description of items/amenities, and a phone #, if space is available.

**SPECIALLY
DESIGNED
for MOM n' POPs!**

RESTAURANT LISTINGS: \$75 (Approx 12 available) We will list restaurants and eateries across Ohio from east to west. This is your chance to attract more than 100,000 shoppers daily to your "Yard Sale Specials." *Restaurant name, phone # OR website, address, containing codings as shown on form below.*

"HERO SPONSOR" ad: \$400.00
(Only 3 available.)

OLHHC Members are invoiced net 30 days. Non-members please send check with this insertion order completed to:
OLHHC P.O. Box 20509 Canton, OH 44701



Small ad: \$150 (About 2 x 1 inches and determined by space available). Use your logo, days of event, activities; **We design for you!** We will use a callout arrow to your place on the map or number your ad depending on its placement. (These sell fast! Reserve space NOW!)

Large Ad: \$240 (Approx. 10 available. Approx. 2.5 x 2 inches but determined by design space available). (These sell fast! Reserve space NOW!)

Map shows all routes of the Lincoln Highway in Ohio.

"RESTAURANT PAGE SPONSOR"
(Back Cover) ad: **\$500.00** One available. Ad sits alone on the listings page.

- INSERTION ORDER ADVICE -

Reserve the following ad. I will send or email a logo and information along in this order for you to develop a color ad for approval. Here is pertinent information which will reserve space in the Guide: **Contact Name & number:** _____

☐ Large Ad (\$240) ☐ Small Ad (\$150) ☐ Listing (\$65) ☐ Hero Sponsor (\$400) Call to discuss. ☐ Restaurant Sponsor ad (\$500) Call to discuss. ☐ Restaurant Listing (\$75)

Electronic art as a tiff, jpg or pdf format may be emailed to: mnhocker@frontier.com. Photos or printed and non-copyrighted useable material may be sent to: Package Power, LLC. 120 Harding Way E. #108, Galion, OH 44833.
For listing information:

Community (or nearest): _____
Organization (if applicable): _____
Sale Days: ☐ TH ☐ FRI ☐ SAT _____
Amenities/Sale items: _____
Event Address: _____
Short location description: _____
Contact Phone for publishing in guide (optional): _____
Email (for our administrative use): _____

Rest. Name _____
Address _____
City _____ ZIP _____
Phone or website: _____
Mark all that apply
☐ D-dining ☐ FF-fast food/carryout
☐ \$-under \$9pp ☐ \$\$-\$9 to \$15, ☐ \$\$\$-\$15 and up.
☐ CC-Credit Cards ☐ BW- beer & wine

Non-members of OLHHC must include payment with this insertion order. Make check payable to: OLHHC. Send to: OLHHC, P.O. Box 20509 Canton, OH 44701; Call 419-468-6773 if you have questions. We reserve the right to edit information. Ad proofs must be approved within two working days of receipt. Listings will not be offered for approval.

Shoppers ask for and follow these guides. Advertise here for success! Any Item Above Earns a FREE listing on our Website!

Become a member today and save 10% off your ad...

MEMBERSHIP INVESTMENT



Red Level Membership: ☐ \$300.00
White Level Membership: ☐ \$200.00
Blue Level Membership: ☐ \$100.00

Friend of the Byway (Individual only): ☐ \$20.00
(does not earn discount)

Dues are paid annually in June.

You may enclose a check and send this application to the address shown, for which you will receive a receipt. If we receive your application without payment, we will invoice you net 30 days. "Friends" are not invoiced.



You may also join via our website using your credit card.



P.O. Box 20509 Canton, Ohio 44701
www.historicbyway.com

Business or Organization _____
Contact Name _____
Mailing Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Email _____

I am interested in:

- ☐ Receiving monthly E-newsletters about corridor happenings
- ☐ Participating in Co-op ads
- ☐ Advertising on an Ohio-wide restaurant placemat
- ☐ Selling Lincoln Highway products at retail
- ☐ Being a BUY-WAY Yard Sale promoter locally