

**PEWTER GRAPHICS**  
**Rob Simmons, Publisher**  
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# GREAT DEALS

of Henry County. Your family values magazine

Thanks for taking a look at our Media Kit for Great Deals of Henry County!

Great Deals is a gloss full color direct mail magazine with display ads & coupons. It is delivered as a single piece of mail by the U.S. Post Office to **15,000 homes** in **NEW CASTLE, KENNARD, KNIGHTSTOWN, LEWISVILLE, MOORELAND, MT SUMMIT, SPICELAND, SPRINGPORT, STRAUGHN and SULPHUR SPRINGS, Indiana.**

Rates include everything – design, art and layout, printing, addressing, and postage. Great Deals advertising is cost effective at **as little as ONE CENT per household!**  
**The magazine is also online at [www.facebook.com/greatdealsmagazine](http://www.facebook.com/greatdealsmagazine)**

Henry County Edition mails 6 times a year, so each ad gives you a 2 month shelf life! We feature only local ads, with a large number of restaurant ads to also extend shelf life.

I would need your ad designed and approved for each current issue no later than the **“Closing” date at left. Home delivery begins on the corresponding “In Home” date.**

Thanks very much, and God Bless!



Rob Simmons, *Publisher*  
**765 744 0513**

<b>Issue Closing In Home</b>		
Nov '21 - Oct 19		Nov 9
<b>2022 Dates</b>		
<b>Issue Closing In Home</b>		
Jan - Dec 17		Jan 11
Mar - Feb 15		Mar 8
May - Apr 19		May 10
July - June 21		July 12
Sept - Aug 23		Sept 13
Nov - Oct 18		Nov 8

**Ad Dimensions (Inches)**

Biz Card.....	3.687 x 2.187
1/6 Pg.....	3.687 x 3
1/4 Pg Tall ...	3.687 x 4.625
1/4 Pg Wide...	7.53 x 2.187
1/3 Pg Tall ...	3.687 x 6.125
1/3 Pg Wide.....	7.53 x 3
1/2 Pg.....	7.53 x 4.625
Full Page.....	7.53 x 9.25

**22 Zones Qty Mailed**

Anderson	40,000
Auburn	18,000
Avon	18,000
Columbia City	16,000
Elwood/Tipton	12,000
Fishers	25,000
Goshen	20,000
Greenfield	20,000
Greenwood	26,700
Huntington	16,000
Jay Co, Winch.	17,200
Kokomo	29,000
Lafayette	45,000
Marion	20,000
Mooresville	15,000
Muncie	41,800
<b>New Castle</b>	<b>15,000</b>
Noblesville	30,000
Richmond	27,000
Shelbyville	19,000
Terre Haute	25,000
Warsaw	35,000

## 2021 ADVERTISING SIZES AND RATES

Henry County 1-2x Issue Rates (ea)	10% Off	20% Off	30% Off	40% Off	50% Off	NFP
	3-4x	5-6x	Chamber Members & New Clients	Home-Based/ Govt/Elections	Education/ BNI Members	Churches/ Not-for-Profits
<b>Banner</b> .....	\$135	\$120	\$100	\$90	\$75	\$60
<b>1/8 (Biz Card)</b> ..	\$145	\$130	\$110	\$100	\$80	\$65
<b>1/6 Page</b> .....	\$270	\$240	\$210	\$180	\$150	\$85
<b>1/4 Page</b> .....	\$350	\$310	\$270	\$235	\$195	\$130
<b>1/3 Page</b> .....	\$415	\$370	\$320	\$280	\$230	\$170
<b>1/2 Page</b> .....	\$540	\$480	\$420	\$360	\$300	\$260
<b>Full Page</b> ....	\$900	\$800	\$700	\$600	\$520	\$510

*\*No discounts for tradeout advertising.*

Mailing **15,000 homes** in New Castle (47362), Kennard (47351), Knightstown (46148), Lewisville (47352), Mooreland (47360), Mt Summit (47361), Spiceland (47385), Springport (47386), Straughn (47387) and Sulphur Springs (47388).

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## Testimonials by our advertisers...

We have had an amazing profitable relationship with Great Deals for over 10 years now! McDonald's does a lot of advertising and the ROI from Great Deals is amongst our highest impact. It's an exciting time when the coupons hit the streets and traffic picks up in the restaurant. Our guests continually tell us how much they love our coupons and look forward to the Great Deals booklet. We have had days when we receive well over 50 coupons! It's a great way to help your guests find great deals and value in the community, a small thank you to them if you will. We love being in New Castle and appreciate the help from Rob at Great Deals.

*Rich Koopmann, McDonald's Franchise Owner*

I love how Great Deals is published locally, featuring and supporting local business! Placing an ad in Great Deals has gone way beyond the power of a single ad. It's brought new clients that have now been with us for many years, who have become best friends and partner families. It's been the best long term response to any advertising we've ever done!

*Katrina Newby, Owner, Small Wonders Gymnastics*

Great Deals is a great way to build up clientele! I have used this magazine for years now and get several new clients every time I advertise. I would highly recommend any business or business owner to use Great Deals Magazine. It has truly helped me build up the business I need. The calls I get pay for the ad and more!

*Julie Farmer, Owner, Julie's Housekeeping*

Rob is a great Publisher to work with! We greatly appreciate his hard work! Great Deals magazine has been a great addition to our community, and our customers contact us regularly when we advertise in the magazine! I highly recommend working with Rob and advertising in the Great Deals magazine!

*Kory & Priscilla Koger, L&K Meat & Produce*

Great Deals Magazine is an excellent way to reach the community without the high cost of direct mail. I help 20+ organizations with their marketing and regularly recommend this magazine to my clients. Rob is an advocate for his advertisers and is a big supporter of local businesses and non-profits. His positive energy is another great reason to advertise in Great Deals.

*Christy Ragle, Owner, WholeHeart Communications*

Great results! Great Deals is a really great deal for **Papa John's**! We have experienced a very good ROI from this. We've been with Great Deals since their very first issue in 2003, and will be a long time client.

*Allan Zukerman, CEO Enthusiasm Foods / Papa John's*

Business ALWAYS picks up when Great Deals mails. What amazed me most is how long people keep the magazine, redeeming their coupon two months after the magazine has been out. Great Deals really looks out for the "little guy" and helps you stay up with your competition. Our business has gone up 20-25% since we started in the magazine. They let me do what I want at a very affordable price. The personal attention I receive is as good as it gets. As long as Great Deals is around, Jacks Donuts will be in it!

*Lee Marcum, Owner, Jack's Donut Shop*

Our Jiffy Lube has been using Great Deals Magazine for many years - and we love it! The magazine fits nicely with our own philosophy of providing a vital service with a friendly, honest and professional approach. Great Deals always operates the same way. It has helped our business greatly along the way and is reasonable and effective. It's a GREAT DEAL!

*Steve Funkhouser, Owner, Jiffy Lube*

Great Deals is a great bargain! Getting information out there on healthcare services, programs and upcoming events in a market with multiple media availability it's good to know it reaches an entire county. Where else can I get information into so many hands for such low cost? Rob makes it easy and convenient.

*Ricci Atchison, PR/Mktg Dir, Henry Community Health*

Advertising is always a smart decision when you own a business. Advertising with Great Deals, I have always had a great response from my customers, even when the coupons don't apply to their repair! The Great Deals team is always ready to listen and help with any concerns, and make sure you are happy with their service. I would personally recommend advertising with Great Deals!

*Mark Clark, Owner, MC Auto Repair*

We have used Great Deals to spread the word about events here at Raintree Square for many years. We have always been happy with the way the ads look. Rob Simmons is a great guy to deal with and he is always very professional.

*Steve Wray, Administrator, Raintree Square Apartments*