



95120

Almaden Lifestyle

NEW YEAR ISSUE

MEDIA KIT / 2009

95120 Magazine

Community

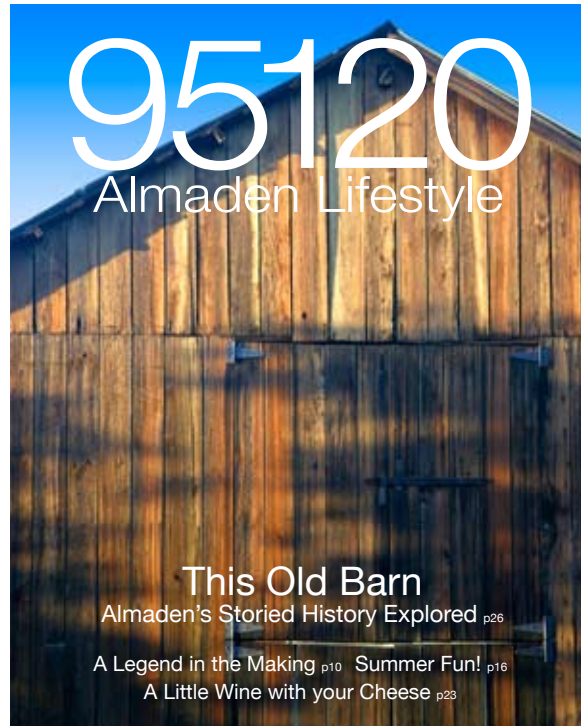
Personality

Education

Garden

Home

Family



Entertainment

Lifestyle

Health

Food

Arts

95120

A Relevant, Focused, High Quality Publication

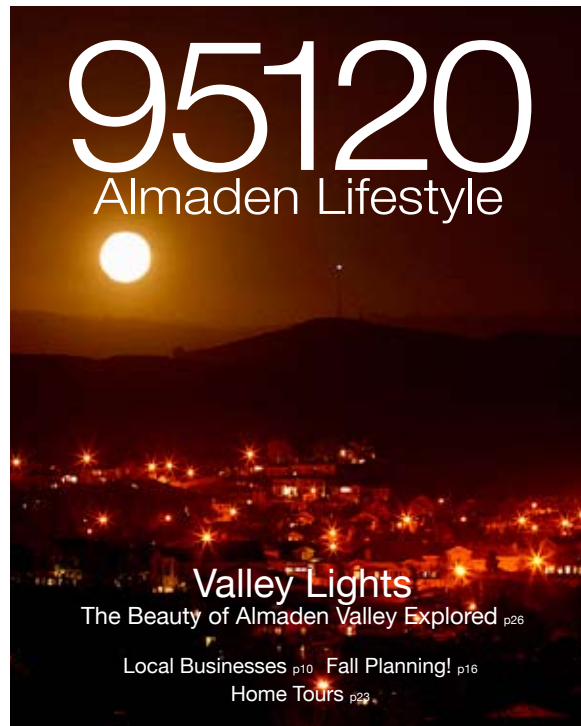
It's time for Almaden to enjoy a high-end glossy, beautifully constructed magazine whose artistic appearance and relevant focus, will render a tranquil ambiance and grace the 95120 coffee tables and business offices! 95120 Magazine is here, and is created to endure, with a long shelf life of 60 days per issue.

As Almaden Grows— So Should You.

Who We Are

Our Mission

95120 Lifestyle provides a high-end, friendly, aesthetically pleasing, close up of individuals, businesses, and landmarks within 95120. Although we will mention near by attractions, or family escapes, we will not focus on the world outside 95120. Our positive presentation of the people, homes, schools, organizations and businesses here, details the pride, integrity and passionate spirit of our engaging, diverse community and its charming ambiance.



95120 Lifestyle

Almaden locals with a design and marketing background, along with years of community volunteering, we are encouraged to showcase what makes 95120 thrive – its people! Almaden history is unique, as are the people who live here. We are telling their stories.

Closing the gap as we grow in number and diversity, we'll highlight stories of community, traditions and the people of Almaden Valley. Professionals, entrepreneurs, philanthropists and organizations all demonstrate compassion and pride while calling 95120 home.

We look forward to hearing about how we can partner with you!

Owned & Operated by Life-long Almaden Community Members

"I think it is wonderful to have an Almaden family promoting Almaden Valley... let me know when you have pricing for space in your magazine... I would love to be in it!

— **Almaden Resident, Business Owner and Friend**

We're Your Design & Marketing Advocates.

Almaden Valley



Your Community. Your Customers.

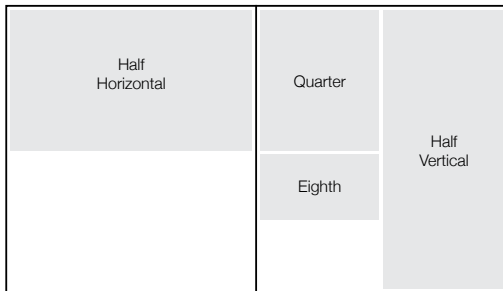
We've all seen rapid change in Almaden over the past few years, and our community continues to grow every day. Join us in our commitment to provide a magazine that focuses on our diverse community and reach the customers that matter most to your local business — the families and businesses in Almaden Valley.

Reach the People in Your Community.

Advertising Rates / Schedule

Frequency*	1X*	2X*	3X*
Spread	\$3500	\$3000	\$2500
Full	\$2500	\$2250	\$1900
Half	\$1500	\$1250	\$1000
Quarter	\$650	\$550	\$500
Eighth	\$500	\$375	\$250
Ad Set-Up	\$500	Free	Free

* Prices above reflect the discount for **EACH AD PLACEMENT, PER A MULTI-ISSUE COMMITMENT.**



Payment must be received before ad space commitment. Make checks payable to EIO, Inc.



Closing	Issue
Closed	September/October, Fall Issue
Closed	November/December, Holiday Issue
12/10/08	January/February, New Year Issue
02/13/09	March/April/Spring Issue
04/10/09	May/June/Summer Issue
06/12/09	July/August/Back to School Issue

Call 408-268-2223 to Advertise!

If your business can utilize 95120 to promote seasonal events and to take advantage of Industry trends, we would like to know! We'll help you design the ads and a program that will get you noticed.

Partner with us and Advertise.

Restaurants | Cafe & Specialty Foods | Wine Purveyors | Realtors | Home Builders & Contractors
 Landscapers | Interior Designers & Architects | Travel Providers | Financial Service Providers | Grocery Providers
 Automotive Sales | Legal Service Providers | Insurance Providers | Health & Beauty Providers | More!

Ad Close date for the **New Year Issue: 12/10/08**

95120

Announcements!, Shouts!, and Small Business Listing.

Surprise someone with a positive message in our upcoming New Year Issue, or list your business! Please order before December 10th to be included.

personal

Option 1 / \$25

95120 Shout!

Type a message with 75 characters or less and email shouts@95120lifestyle.com

Option 2 / \$75

95120 Shout! With a picture!

Type a message with 75 characters or less, include a photo and email shouts@95120lifestyle.com

Option 3 / \$150

95120 Announcement!

For that very special occasion, include a picture and copy for up to a quarter page! Type your message, attach a photo (new baby, wedding, anniversary, birthday) and email them to announcements@95120lifestyle.com

business

Option 4 / \$200

95120 Business Listing!

Do you have a small or home business? Not quite ready for a large advertisement, but ready to start building awareness in the 95120 community? Do we need your product or services?

Start with a listing...

Type your business name, business type (ex; notary, Cookie Lee, cleaner, handyman, etc.) and phone number and/or email address.

... then email your message and photo and/or logo to ads@95120lifestyle.com

Please make checks payable to EIO, Inc.

We accept checks and credit cards.

Ad Close date for the New Year Issue: **12/10/08**

95120

Announcements!, Shouts!, and Small Business Listing.

WORK SHEET

95120 Shout/Announcement/Business Listing

Write your message here using 75 characters or less:

95120 Business Listing

Provide the following information:

Business Name: _____

Business Type: _____

Phone Number: _____

Email Address: _____

Web Address: _____

Business Description (write your description at LEFT)

... then email your photo and/or logo
to ads@95120lifestyle.com

Ad Close date for the **New Year Issue: 12/10/08**

95120

Almaden Lifestyle

Contact us:

Chrissy Derksen, Executive Editor / cd@95120Lifestyle.com

Wil Derksen, Creative Director

EIO, Inc. Publisher

Advertising Sales & Inquiries

Senerchia Hendry

408-772-0702 | senerchia@95120Lifestyle.com

1313 Rimrock Drive, San Jose, CA 95120

email: info@95120Lifestyle.com | 408-268-2223 | www.95120Lifestyle.com