





### Impact Directory Receives 2009 St. Louis Award

#### U.S. Commerce Association's Award Plaque Honors the Achievement

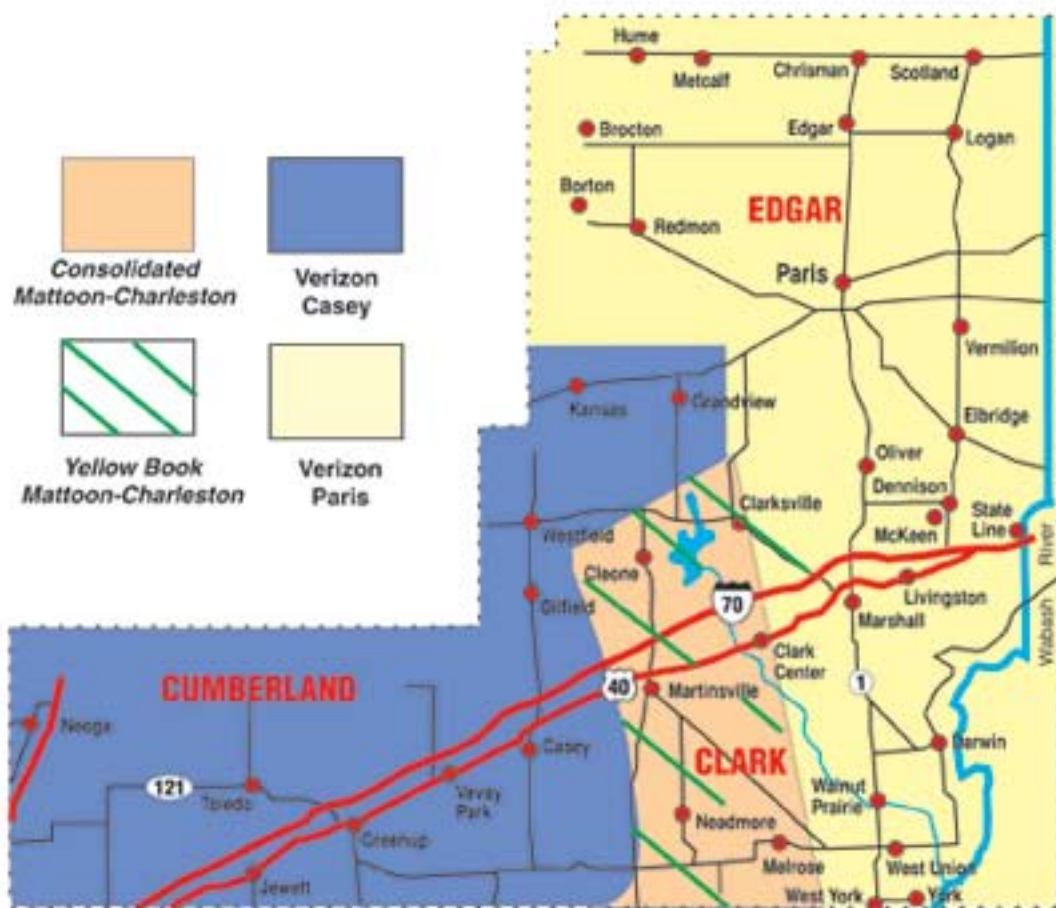
WASHINGTON D.C., June 8, 2009 – Impact Directory has been selected for the 2009 St. Louis Award in the Distribution Of Advertising Material category by the U.S. Commerce Association (USCA).

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

# 3 COUNTY ILLINOIS REGIONAL DIRECTORY

I L L I N O I S

*Including & Delivered To All Of  
Edgar, Clark, & Cumberland Counties*



## *Market Area*

<b>Approx. Population</b>	<b>36,800</b>
<b>Businesses</b>	<b>2,680</b>
<b>YPA Code</b>	<b>100137</b>
<b>Circulation</b>	<b>20,900</b>





## 3 County, Illinois

# 100% Coverage



*Additional copies of this directory may be picked up at any of the locations listed below.*

### PARIS

Paris Area Chamber  
of Commerce  
105 N. Central Avenue  
465-4179

### MARSHALL

Marshall Area Chamber  
of Commerce  
708 Archer Avenue  
826-2034


**IMPACT**

Since 1992

# Advertising Rates

## 3 COUNTY ILLINOIS REGIONAL

 2011  
 Impact Directories, Inc.

### Advertising Rates

#### TOWN COVERAGE

Barton, Brockton, Casey, Chrisman, Clark Center, Clarksville, Cleone, Darwin, Dennison, Edgar, Elbridge, Grandview, Greenup, Hume, Jewett, Kansas, Livington, Logan, Marshall, Martinsville, McKeen, Melrose, Metcalf, Neadmore, Neoga, Orfield, Oliver, Paris, Redmon, Scotland, State Line, Toledo, Vermilion, Vevay Park, Walnut Prairie, Westfield, West Union, West York, York

#### ZIP CODE AREAS

61917, 61924, 61922, 61922, 61940, 61944, 61949, 61955, 62058, 62420, 62422, 62426, 62436, 62441, 62442, 62447, 62468, 62474, 62477, 62478, 62656

#### PREFIXES

269, 275, 279, 282, 285, 462, 465, 466, 626, 849, 884, 887, 889, 895, 922, 932, 946, 949, 967

WE PROVIDE DIRECTORIES FREE OF CHARGE TO ALL CMR'S WHO MAINTAIN LIBRARIES.

WHITE PAGE ITEMS		LISTING ITEMS	
WEL	75.00	RL	75.00
WAL	75.00	BL	120.00
WBL	120.00	ELJAL	75.00
SWEL	170.00	L - 1,000 \$100 A - PHONE \$100 \$100 ex: SWBL-WBL	
SWELX	190.00		
SWELWC	190.00		
SWELWM	210.00		
TRADEMARK ITEMS			
TRL	95.00	TEL/TAL	75.00
TNRL	105.00	TM	315.00
TBL	130.00	TN	105.00

#### PREMIUM ITEMS

WPM every 6th page	w/Free DQCWP	5500.00
IFC 1/4 page	w/Free DQCWP	1090.00
IFC 1/2 page	w/Free DHCWP	1940.00
IBC 1/4 page	w/Free DQCWP	990.00
IBC 1/2 page	w/Free DHCWP	1740.00
OBC 1/4 page	w/Free DQCWP	1790.00
SPECIALTY	w/Free DQCWP	1090.00

#### IN-COLUMN RATES

1HS	170.00
1HSW	160.00
1HSWC	210.00
2HS	210.00
2HSW	220.00
2HSWC	235.00
2HSWM	270.00
3HS	225.00
3HSW	270.00
3HSWC	290.00
3HSWM	315.00
4HS	325.00
4HSW	335.00
4HSWC	350.00
4HSWM	395.00
5HS	380.00
5HSW	390.00
5HSWC	405.00
5HSWM	430.00
6HS	420.00
6HSW	430.00
6HSWC	445.00
6HSWM	500.00

L - 1,000 \$100  
 A - PHONE \$100 \$100  
 285 & UP ex: 415-WBL

#### COUPONS

COUPON	300.00
w/DISPLAY	150.00
FULL PAGE	1600.00
w/DISPLAY	900.00

#### DISPLAY RATES

QC	350.00
QCW	380.00
QCWC	410.00
QCWM	440.00
QCWP	480.00
DQC	560.00
DQCW	650.00
DQCWC	685.00
DQCWM	700.00
DQCWP	740.00
DHC	1050.00
DHCW	1120.00
DHCWC	1160.00
DHCWM	1200.00
DHCWP	1240.00
TQP	1450.00
TQPW	1540.00
TQPWC	1565.00
TQPWM	1600.00
TQPWP	1640.00
FP	2000.00
FPW	2050.00
FPWC	2100.00
FPWM	2150.00
FPWP	2200.00

#### COLOR CODES

W - Knockout  
 WC - KO w/1 Color  
 WM - KO w/2 Colors  
 WP - KO w/Full Color

#### DELIVERY

INITIAL Distribution is door to door by a professional delivery service and, in some situations, by US Mail. Internal delivery audits via telephone calls are performed to ensure accuracy and complete delivery.

SECONDARY High traffic areas are used as pickup centers throughout the area. Radio and newspaper are used to announce the availability of additional directories at these centers. Chambers Of Commerce, Financial Institutions, Major Chains, etc., are regularly used for this secondary distribution.



## Ad Size Specifications

**Quarter Column**  
2.75W x 2.25H

**Double Quarter Column**  
5.75W x 2.25H

**Vertical Double  
Quarter Column**  
2.75W x 4.75H

**Half Page**  
5.75W x 4.75H



**2 COLUMN  
DIRECTORY**

**3/4 Page**  
5.75W x 7.25H

**Full Page**  
5.75W x 9.50H



Survey conducted for Impact Directories Inc.

## INDEPENDENT CONTRACTOR SERVICES, LLC

www.ICS-Surveys.com

ICSSurveys@gmail.com

Surveyed 200 residents between 2/2011- 3/2011

Local residents in the Three County Illinois Regional area & surrounding towns were contacted for an in-depth study of their shopping habits and patterns. Below is a summarization of the responses!



# 98%

of the respondents surveyed received the Impact 3 County Illinois Regional Directory

# 96%

of the respondents surveyed used the Impact 3 County Illinois Regional Directory at home or office

# 57%

of the respondents surveyed stated that they prefer the Impact 3 County Illinois Regional Directory over all other books that they receive

# 34%

of the respondents surveyed used the 3 County Illinois Regional Directory within 30 Days to find a phone number

# 49%

of the respondents surveyed have internet service available at home or office

# 43%

of the respondents surveyed that have internet service available, would look up businesses or people online and use an online phonebook

When shopping outside of the immediate area,

# 57%

- Terre Haute Area

# 13%

- Charleston Area

The most common reasons when asked why residents liked & used the 3 County Illinois Regional Directory are:

**1 EASY TO READ PRINT**

**2 CROSS REFERENCE**

**3 LOCAL COVERAGE**



**Compare Our Services**



**Free Online Listing  
on our Website  
with Ad Purchase**



**Community &  
School Schedules**

**PLUS MORE...**

- **Large Readable Print In Both Yellow and White Listings**
- **Festivals & Events Schedules**
- **Money Saving Coupons**

