

Neighborhood Market Association



The Largest Independent Grocers Association in California

Dear Business Partner,

Enclosed are the advertising opportunities for 2009. The Largest Independent Grocers Association in California. The Neighborhood Market Association, invites you to take the opportunity to raise your product awareness, increase sales, communicate your message in a targeted medium to a relevant viewer and partner with Neighborhood Market Association for 2009.

Advertising Opportunities Enclosed Include:

1. The Independent Voice: The magazine is issued every trimester. 5,000 copies circulated throughout California to business owners.
2. Banner Ads: Banner ad on our website, www.neighborhoodmarket.org. It is a great way to partner with Neighborhood Market Association in the digital world! The website currently gets 220 unique visitors a day. Spot sold in 3, 6, and 12 month increments.
3. Airtime Ads: Everyday the Neighborhood Market Association office receives approximately 65 callers (Mostly store owners)! You can place a continuous airtime ad that runs for 10 seconds.
4. Yearly Calendar: Near the conclusion, of every year Neighborhood Market Association distributes 2, 500 calendars for the upcoming year. There are 12 spots available for every year and it is a great way to advertise to your customers in a clutter-free zone. Advertisers must be invited to advertise in the calendar due to high demand.

About

Neighborhood Market Association

Neighborhood Market Association ("NMA") is a non-profit mutual benefit corporation dedicated to empowering independent retailers in the food and alcohol beverage industry throughout California, Nevada, Arizona, and other states on the West Coast of the United States of America.

Our objectives are to provide representation, education, leadership, community outreach, buying power, and support to our members in order to improve their quality of life and simultaneously facilitate prosperity in the neighborhoods they serve.

Neighborhood Market Association is here to serve only independent retailers. Neighborhood Market Association strongly believes that independent retailers are the

cornerstones of the entrepreneurial spirit.

This innovative spirit and drive comes from the many family operated independent businesses we proudly represent. Neighborhood Market Association strongly believes in doing everything it can to help family owned independent retailers.

In that sense, every person affiliated with Neighborhood Market Association is treated like they are part of the family, part of the American dream, and part of an institution.

After all, "Neighborhood Market Association is Your Family In The Industry."

The Independent Voice

Advantages of Advertising in our Magazine:

1. Longer Life Span

In comparison to any other form of media. Our 4-month issue gives advertisers the opportunity to communicate their message for a longer period of time. Permanence is a huge benefit of using a medium with a long life span.

2. Targeted Audience

The advertisement reaches decision makers across the state of California. One of the unique advantages of ads is the ability to target an audience in a

specific industry. The audiences it will reach are ready, willing, and able to purchase your products, services etc. Selectivity is a major plus of advertising in a magazine.

3. Prestige

The product, service, and brand can gain a greater prestige when our members view it advertised in THEIR association's magazine. The Independent Voice is the member's magazine, so it gives companies a chance to identify with the members on a personal basis. This is where co-branding (use of NMA logo w/ company logo) can make a significant difference in retention and response rate.

4 High Involvement

A magazine is a high involvement media outlet because the viewer is usually turning the pages. Since the ad is not forced on the viewer, he/she gives much more attention to the contents and message of the ad.



Supplier Membership Benefits

- 1.** Supplier members of the Neighborhood Market Association have voting privileges.
- 2.** You will have an opportunity to nominate yourself or someone from your company to serve on the Board of Directors as a Supplier Director.
- 3.** Supplier members have an open invitation to attend any of the Board of Director's scheduled meetings and all of the annual membership meetings. Great networking opportunities!
- 4.** Only supplier members have the privilege of taking advantage of our

personalized direct mailing services to mail your company's flyers, catalogs, coupon offers, etc.

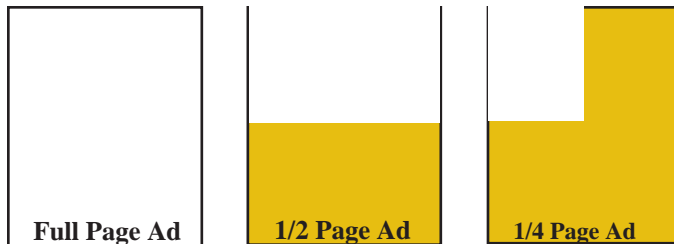
- 5.** Your company can also access some of the services/products at a group discount rate through various companies endorsed by NMA.
- 6.** Supplier members receive special rates in our quarterly magazine. Your company will receive our magazine completely filled with valuable information on current events and local, state and national legislation updates.
- 7.** Your company may submit articles, press releases, or noteworthy information to be published at no additional charge.

- 8.** Your company's name, contact name and phone number will be listed in the Supplier Directory in every Independent Voice magazine and on the NMA website.
- 9.** Neighborhood Market Association is willing and able to help and represent supplier members' interest in Sacramento and throughout California.
- 10.** And, your company will be eligible to be a candidate for the "Supplier Member of the Year" award given once a year at our annual banquet.
- 11.** But most importantly, as a Neighborhood Market Association supplier member you become part of the family!

Trimester Magazine - Member Pricing

There will be thousands of copies printed and distributed to our Neighborhood Market Association family members, key accounts throughout California, and the general public. Market yourself and enjoy the benefits of our magazine advertisement.

Our magazine offers: Longer life span, Targeted audience, Prestige, and is a High involvement media outlet. Relevant life of advertisement is 122 days. Extremely cost effective way to communicate your message to a very targeted and specific audience.



Rates are as follows:	
Full Page Ad	\$1799.00
Cost of a Full Page	\$.35 Per magazine
Inside Front Cover (Premiere Position)	\$2000
Inside Back Cover (Premiere Position)	\$2000
Back Cover (Best Position)	\$3000
1/2 Page Ad	\$999
1/4 Page Ad	\$699
Circulation: 5,000 Copies	

PDF or TIFF	
Full Page Ad	8.5" x 11"
1/2 Page Ad	8.5" x 5.5"
1/4 Page Ad	5.5" x 4.25"

Digital Requirements

Binding: Saddle-stitched

Magazine trim size: 8.125 x 10.5

Resolution: 300 dpi

Digital Material: Zip disks, CD, or instruction on downloading from ftp site.

PC/Mac Format: Quark Xpress and InDesign CS file with all imported images and font included. accompanied by a hard copy printout or PD proof.

PDF Format: Print resolution PDF will be accepted. Please ensure that all images are hi-res and CMYK or grayscale and all fonts have been embedded when making the PDF.

Changes: Additional charges will be made for final art, modification to existing art, photo graph, and typesetting.

Storage: Artwork will be archived on CD

Editor Reserves the Right to Refuse Advertisements

Agency Commission 17% of gross billing allowed to recognized agencies Commissio

Trimester Magazine - Non Member Pricing

There will be thousands of copies printed and distributed to our Neighborhood Market Association family members, key accounts throughout California and the general public.

Market yourself and enjoy the benefits of our magazine advertisement. Our magazine offers: Longer life span, Targeted audience, Prestige, and is a High involvement media outlet.

As the Largest Independent Grocers Association in California, our magazine and everything in it becomes relevant to our members. There will be 5,000 copies printed and distributed to our Neighborhood Market Association family members, key accounts throughout California, and elected officials throughout the state of California.



Rates are as follows:	
Full Page Ad	\$2200.00
Cost of a Full Page	\$.40
	Per magazine
Inside Front Cover	\$2300
(Premiere Position)	
Inside Back Cover	\$2300
(Premiere Position)	
Back Cover	\$3500
(Best Position)	
1/2 Page Ad	\$1299
1/4 Page Ad	\$899
Circulation:5000 Copies	

PDF or TIFF	
Full Page Ad	8.5" x 11"
1/2 Page Ad	8.5" x 5.5"
1/4 Page Ad	5.5" x 4.25"

Digital Requirements

Binding: Saddle-stitched

Magazine trim size: 8.125 x 10.5

Resolution: 300 dpi

Digital Material: Zip disks, CD, or instruction on downloading from ftp site.

PC/Mac Format: Quark Xpress and InDesign CS file with all imported images and font included. accompanied by a hard copy printout or PDF proof.

PDF Format: Print resolution PDF will be accepted. Please ensure that all images are hi-res and CMYK or grayscale and all fonts have been embedded when making the PDF.

Changes: Additional charges will be made for final art, modification to existing art, photograph, and typesetting.

Storage: Artwork will be archived on CD

Editor Reserves the
Right to Refuse Advertisements
Agency Commission 17% of gross billing allowed to
recognized agencies Commission

Mailing Schedule

Trimester 1 Issue:

Deadline for complete ad: December 23rd

Scheduled date of distribution: January 15th

Trimester 2 Issue:

Deadline for complete ad: April 10th

Scheduled date of distribution: May 15th

Trimester 3 Issue:

Deadline for complete ad: August 10th

Scheduled date of distribution: September 15th

Target Advertising

Banner Ads
ONLY
\$129
/Month

Offering BANNER ADS on www.neighborhoodmarket.org. We have 220 unique visitors on our website. offer online classes & certification for workplace harassment, food handling certification, and internal theft certificate. It pulls many visitors/members daily and the price is only \$129/month. We will also place a hyperlink on the banner ad, so when the viewer clicks on it, the person is taken straight to your website.

Airtime Ads
ONLY
\$129
/Month

AIRTIME ADS now available everyday on the Neighborhood Market Association switchboard. Everyday the NMA office receives approximately 65 callers a day (Mostly store owners)! You can place a continuous airtime ad that runs for 10 seconds.

Yearly Calendar



Now companies can gain awareness for their brands, services, and products throughout the year to a targeted, relevant audience. The Neighborhood Market Association calendar is distributed to 2,500 business owners and other business leaders in the industry.

There are only 12 spots available and the ad price for NMA members is \$1,299.

The calendar is distributed to 2,500 people at NO CHARGE !

Supplier Membership Benefits

1. Supplier members of the Neighborhood Market Association have voting privileges.
2. You will have an opportunity to nominate yourself or someone from your company to serve on the Board of Directors as a Supplier Director.
3. Supplier members have an open invitation to attend any of the Board of Director's scheduled meetings and all of the annual membership meetings. Great networking opportunities.
4. Only Supplier members have the privilege of taking advantage of our personalized direct mailing services to mail your company's flyers, catalogs, coupon offers, etc.
5. Your company can also access some of the services/products at a group discount rate through various companies endorsed by Neighborhood Market Association.
6. Supplier members receive special rates in our quarterly Magazine. Your company will receive our magazine completely filled with valuable information on current events and local, state and national legislation updates.
7. Your company may submit articles, press releases, or noteworthy information to be published at no additional charge.
8. Your company's name, contact name and phone number will be listed in the Supplier Directory in every The Independent Voice magazine and on the Neighborhood Market Association website.
9. Neighborhood Market Association is willing and able to help and represent supplier members' interests in Sacramento and throughout California.
10. And, your company will be eligible to be a candidate for the "Supplier Member of the Year" award given once a year at our Annual Banquet.
11. But most importantly, as a Supplier Member of Neighborhood Market Association, you become a part of the Family!

Neighborhood Market Association State Headquarters

8923 La Mesa Blvd, 2nd Floor, La Mesa, CA 91941

Toll Free # 1-800-979-4427 : PH 619-464-8485 : Fax 619-464-8440

E-mail: marabo@neighborhoodmarket.org Website: www.neighborhoodmarket.org



Neighborhood Market Association
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SUPPLIER MEMBERSHIP APPLICATION

Annual Membership
 \$500 for 10 or more employees
 \$250 for less than 10 employees
 *Memberships are based on a fiscal year from January 1 to December 31

BUSINESS INFORMATION

Wholesaler/Distributor Manufacturer Service Provider Broker Other(specify) _____

Business Name _____

Address _____

City _____ Country _____ State _____ Zip _____

Business _____ Other# _____ Fax# _____

Billing Address _____

City _____ Country _____ State _____ Zip _____

Contact Person 1 _____ Title(owner,mgr, etc.) _____

(Last) (First)

Email _____ Other# _____

Contact Person 2 _____ Title(owner,mgr,etc.) _____

(Last) (First)

Email _____ Other# _____

PAYMENT INFORMATION

Annual Membership

\$500 for 10 or more employees \$250 for less than 10 employees

Please check box if you do not want \$25 of your membership fee to go towards the NMA Political Action Committee.

Donation Type

	\$50	\$100	\$500	\$1000	Other\$	Tax Deductible*
NMA Candidate Political Action Committee	_____	_____	_____	_____	_____	NO
Robbery Reward Fund	_____	_____	_____	_____	_____	Business Expense
Americans with Disability Act Legal Defense Fund	_____	_____	_____	_____	_____	Business Expense

Please make check payable to Neighborhood Market Association or charge my membership payment to:

AMEX MC Visa

Name on Credit Card _____ Total \$ _____ .00

Account# _____ Expire Date _____ / _____

Card Holder Signature _____ Date _____ / _____ / _____

*Membership is tax deductible as a Business Expense. (Always check with your accountant regarding Tax Deductible items)

Office Use Only: ___ / ___ AA ___ / ___ QB/MP ___ / ___ DB ___ / ___ W/SV



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PURCHASE AGREEMENT

ITEM DESCRIPTION	COST	QTY.	TOTAL
Platinum Package-Independent Voice Full page ad for full years 3 issues 1-Yearly Calendar Advertisement, & 12 month Banner ad	\$9000		
Independent Voice Full page ad for full year, 3 issues, 1-Yearly Calendar Advertisement, & 3 month Banner ad	\$8000		
Independent Voice Full page ad for full year, 3 issues, 1-Yearly Calendar Advertisement (Over 10% Discount)	\$6500		
Independent Voice Full page ad for full year, 3 issues, 3 month banner ad & 3 month airtime ad (Over 10% Discount)	\$5900		
Independent Voice Full page ad for full year, 3 issues (Over 8% Discount)	\$5500		
Full year banner ad & full year of airtime ad, 12 months each (Over 18% Discount)	\$2000		
Independent Voice Full page ad, 1 issue	\$1899		
Full page Ad in Yearly Calendar (12 spots available)	\$1299		
6 month banner ad & 6 month airtime ad (Over 15% Discount)	\$1000		
Full Year Banner ad, 12 months (Over 15% Discount)	\$1000		
Full Year Airtime ad, 12 months (Over 15% Discount)	\$1000		
6 month banner ad (Over 7% Discount)	\$600		
6 month airtime ad (Over 7% Discount)	\$600		
3 month banner ad	\$387		
3 month airtime ad	\$387		
California Issues Political Action Committee (PAC) Donation	\$ _____		
California Candidate Political Action Committee (PAC) Donation	\$ _____		
TOTAL		\$	

Send registration / Payable to: Neighborhood Market Association
 Attn: Mark Arabo----, 8923 La Mesa Blvd., 2nd Floor, La Mesa, CA 91941
 Toll Free # 1-800-979-4427 : PH 619-464-8485 : Fax 619-464-8440 marabo@neighborhoodmarket.org

FOR YOUR TAX-DEDUCTIBLE ADVERTISEMENTS PURCHASE

Contact: Neighborhood Market Association Phone 619-464-8485 | Fax 619-464-8440 | www.neighborhoodmarket.org EIN #33-06734