



BLUE BOOK DIGITAL MARKETING MILWAUKEE'S #1 ADVERTISING DIGITAL MAGAZINE

RETAIL RATE CARD

Prices Effective February 2023



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✉️ STEVE@BLUEBOOKMILWAUKEE.COM ✉️ Classified Ad Dept: LISA@BLUEBOOKMILWAUKEE.COM

www.BlueBookMKE.com

WHAT YOU'LL FIND IN THE BLUE BOOK

- Horoscopes
- Gossip
- Classified Ads
- Weather Report
- Black History
- Senior Meal Menu
- Rentals
- Ask Tone Advice
- CD Releases
- DVD Releases
- New Movies
- NFL Picks

**Guaranteed
To Make Your
Phone Ring!**



8 Great Reasons To Advertise...

- 1. You must advertise to reach new customers.** It is your job as a business owner to reach out and expose your products and services to new potential customers as often as possible.
- 2. You must advertise continuously.** Potential customers are becoming more savvy and they don't want to risk their hard-earned money with a business that they don't know or that doesn't have a track record in the community. One easy way to gain trust from potential customers is to consistently advertise your business. This will build both visual and memory recognition.
- 3. You must advertise to remain in your potential customers buying process.** Know one can predict when a potential customer is ready to buy. So it is very important to keep your business in the minds of the potential customers when they are ready to make a buying decision.
- 4. You must advertise because your competition is advertising.** One of the biggest mistakes most businesses make is to rely on word-of-mouth advertising. If you don't advertise you will be allowing your competition to form an opinion and gain more credibility in the minds of your potential customers in their favor.
- 5. You must advertise because it pays off over the long run.** If you continue to market your business you'll gain Respect, Trust and Credibility from the community. This will allow you to virtually print money because your potential customers will be eagerly waiting for your next Specials of the Week!
- 6. You must advertise to generate more traffic and leads.** You can have the best product, service, customer service, equipment, food, etc. But if you don't have a long line of potential customers your business will suffer a fate that no business man or woman like to talk about.
- 7. You must advertise to keep a healthy positive mind.** People in general are attracted to positive minded people and positive minded businesses.
- 8. You must stay focused and be willing to learn more about marketing.** Many businesses owners lose their focus and they start to let their marketing slip. This could start a dangerous downturn for your business that can't be stopped. Advertising is the best way to prove to you and your potential customers that you are serious about your business.

Ad Sizes And Prices

**1 Box Size Ad - 4" W x 1.75" H
\$65 per week**

**2 Box Size Ad - 4" W x 3" H
\$130 per week**

**3 Box Size Ad - 4" W x 4.25" H
\$195 per week**

Full Page Standard

8.5" W x 8.75" H

\$798 per week

Full Page Complete

8.5" W x 9.75" H

\$926 per week

6 Box Ad Vertical - 4" W x 6.75" H

\$325 per week

Services We Offer:



**WEEKLY INFORMATION
AND LOCAL BUSINESS
ADVERTISING MAGAZINE**

- Blue Book TV Guide Advertising (Printed & Digital)
- Printing Services - Business Cards, Postcards & Flyers
- Website Design - Website Redesign or Updated
- Google Pay per click and Pay per Call Ad Campaigns
- Tik Tok Ad Campaigns
- Facebook Ad Campaigns

Business Cards 3.5" W x 2" H

4 Color, Double Sided, Designed, Printed, Delivered
14 pt. Ultra Thick Cardstock,

250 Business Cards.....	\$79
500 Business Cards.....	\$99
1,000 Business Cards.....	\$114
2,500 Business Cards.....	\$165
5,000 Business Cards.....	\$225

Postcards 4" W x 6" H

4 Color, Double Sided, Designed, Printed, Delivered
14 pt. Ultra Thick Cardstock,

500 Postcards.....	\$135
1,000 Postcards.....	\$175
5,000 Postcards.....	\$375

NCR Forms

2 pt. - Designed, Printed, Delivered

1,000 - 5" W x 8.5" H.....	\$299
1,000 - 8.5" W x 11" H.....	\$399

Color Flyers

4 Color, Doble Sided, Designed, Printed, Delivered

1,000 - 8.5" W x 11" H.....	\$335
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Web Design

Basic up to 5 pages \$399
+ \$159 Hosting for 1 year
+ \$14.99 Domain Name

Complex Web Design Call for a Quote

Consulting Services

Choose Your Budget or Pay Directly to Ad Platform

Facebook Ad Campaign

Tik Tok Ad Campaign

Google Ad Campaign

- Setup Fee \$2,500
- Monthly Ad Management Consulting
\$1,000 per month

Includes:

- Ad Account Setup
- Ad Setup
- Optional Lead Forms (If Lead Campaign)
- Optional Auto Responder Setup



BLUE BOOK DIGITAL MAGAZINE MOBILE APP

You Can Now Get This Weeks and Past Issues of Blue Book Using Our Free Mobile App



AVAILABLE NOW! FREE DOWNLOAD:





Raw News USA Mobile APP

Now Accepting Local Ads

Place Your Ad Today starts at \$250 per Month
(Additional Impressions Available - Ask Rep For Details)

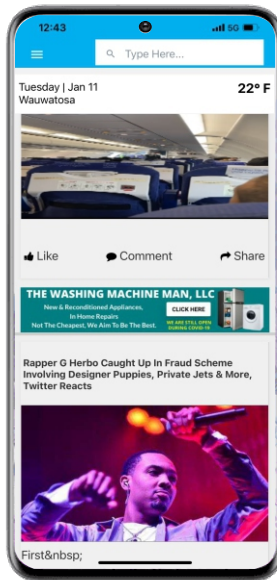
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DOWNLOAD:**



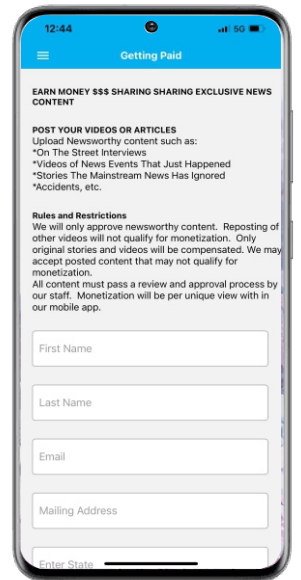
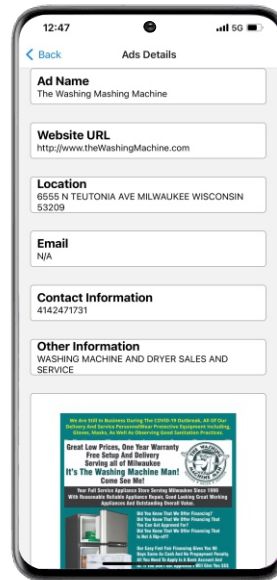
INCLUDES:

Ad Account Login / Password
Ad Design 2 Banner Ads
Business Page Directory
Business Ad Search

Click Impressions
Phone Calls, Location Search
Emails



← **Banner Ad**



← **Business
Search
Keyword**

Ad Account Login

Your Business AD Account

You'll be able to track

- Impressions - how many people see your ad**
- Clicks - how many people click your ad**
- Phone Calls - how many people click for your phone number**
- Location - how many people click to go to your location**
- Email - how many people click to email you directly**

**Your Ad will include a Business Page and
Business Search by Keyword with in our app.**