

# Introducing PROVISIONS — an innovative, effective, and local approach to direct marketing.

## WHAT IS PROVISIONS?

THE PROVISIONS BOOK CO. is a locally-owned and operated business. We put local savings together in one small book and mail it seasonally to the customers you need to reach. Our innovative and proven direct mail approach directly meets the consumers growing emphasis on spending only where savings opportunities exist. It is our firm belief that effective advertising, getting the best return on the client's investment, includes smart design. It is what we do best, our specialty! PROVISIONS provides the perfect opportunity to effectively reach the audience you need now and in the future.

## OUR REACH:

**PROVISIONS METRO**  
(Minneapolis)  
circulation: 50,000

**PROVISIONS SOUTH**  
circulation: 50,000

**PROVISIONS WEST**  
circulation: 50,000

**PROVISIONS EAST**  
circulation: 50,000



## PROVISIONS™ SMALL BOOK. BIG SAVINGS.™

### ADVERTISING OPTIONS:

- BRANDING
- DIRECT RESPONSE
- BUSINESS FEATURES
- WEBSITE OPPORTUNITIES



### WWW.THEPROVISIONSBOOK.COM:

THE PROVISIONS BOOK CO. believes in the power of the internet as a necessary and desired component of any successful marketing campaign. Our website, [www.theprovisionsbook.com](http://www.theprovisionsbook.com), includes additional opportunities for you to reach the audience you value the most.

Be a part of the Provisions monthly newsletter. Promote your business — send us information about your special events and sales, and we will include your information in our e-blast each month, as a compliment to your Provisions Book ad.

PRO•VI•SION: **1a:** the act or process of providing **b:** the fact or state of being prepared beforehand **c:** a measure taken beforehand to deal with a need or contingency **2:** a stock of needed materials or supplies

FULL PAGE COUPON AD (2-SIDED)



**\$10**  
off \$40

**\$25**  
off \$100

Good Sunday through Thursday.  
One coupon per table. Not valid with  
Happy Hour. For use at the Woodbury  
location ONLY. Expires 11.15.11

**Sunsets**  
WOODBURY

www.sunsetsrestaurant.com  
651.735.1997

**Sunsets**  
WOODBURY

*Dennis Palma, Chef*

**Sunsets**  
WOODBURY

Reservations available through our website  
700 Commons Drive, Woodbury  
www.sunsetsrestaurant.com  
651.735.1997

HALF PAGE COUPON AD (1-SIDED)

**PROVISIONS**  
Fall  
SMALL BOOK. BIG SAVINGS.

CLIP HERE

For use in the Cheese Shop only

*Buy one glass of  
wine or pint of beer  
and get one free*

\*Valid only with eat-in food purchase  
Expires November 11, 2011

FRANCE 44 • Cheese • Meat • Sandwiches •

4351 France Ave So  
Minneapolis, MN 55410  
612.278.4422  
France44CheeseShop.com

BRANDING AD (1 or 2 SIDED)

**Sit Pretty for Life.**

**sculptra<sup>aesthetic</sup>**  
injectable poly-L-lactic acid

- restore volume and youth
- natural beautiful results
- results that last years

**Yone Tierney, RN, BSN,**  
Recognized nationally as a "Top 5"  
most experienced provider

**Patrick S Carney, MD,**  
Sculptra physician trainer,  
Sculptra Aesthetic provider

s.p.a.m.d. **skin**  
**speaks**  
skinspeaks.com

Schedule your consultation today. **952.435.6565**

**4 ADVERTISING ZONES • 5 MAILINGS PER YEAR**

**Provisions Books land in 1,000,000 households each year**

Circulation 50,000 per zone

Talk directly to your customers — buy one geographic zone or all zones.

- PROVISIONS Metro (Minneapolis)
- PROVISIONS West
- PROVISIONS South
- PROVISIONS East

**SAVINGS: See your sales associate for multiple mailing, multiple book savings opportunities.** We offer 5 mailings a year across 4 geographic zones. Choose more advertising zones or increase your frequency to achieve more cost savings.

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Let us help you with your social media marketing. The world of Facebook and Twitter can't be ignored when developing a thorough marketing plan. The Provisions Book Co. can aid your efforts to reach new clients and retain current ones, and drive traffic to your website and retail location. With multiple daily tweets promoting current coupons on [www.theprovisionsbook.com](http://www.theprovisionsbook.com), as well as weekly gift card giveaways, we are able to help build your customer base. Online coupon is included with purchase in the book.

- Tile ad with link to your website
- Tile ad and/or coupon change fee
- Business feature in the monthly e-newsletter
- Additional online only business feature
- Online video business feature

Online features are available to businesses advertising in that season's book only. CONTACT YOUR SALES ASSOCIATE FOR ADDITIONAL ONLINE OPTIONS.

**MAILING SCHEDULE**

**HOLIDAY BOOKS 2011**

Advertising deadline: Oct. 14  
In homes: approx. Nov. 19

**WINTER BOOKS 2012**

Advertising deadline: Jan. 10  
In homes: approx. Feb. 8

**SPRING BOOKS 2012**

Advertising deadline: March 9  
In homes: approx. April 5

**SUMMER BOOKS 2012**

Advertising deadline: May 11  
In homes: approx. June 7

**FALL BOOKS 2012**

Advertising deadline: Aug. 6  
In homes: approx. Sept. 6

**PROVISIONS™**  
SMALL BOOK. BIG SAVINGS.™