



White Mountain Coffee News®

News to enjoy over Coffee

Serving Local Communities Since 1988

If You Want Your Ad to Get the Most Views, Advertise in the **Coffee News®!**
* Published with permission by RFK Group, LLC.



Visit:
WMCoffeeNews.com

Why Offer **Coffee News**[®] in Your Business?

- ☞ Serving local communities since 1988.
- ☞ "Name recognition!" **Coffee News**[®] is the largest restaurant distributed publication in the world. With 1100+ franchise owners in 17 countries, **Coffee News**[®] is read by over 8 million readers a week!
- ☞ **Coffee News**[®] provides light-hearted information and entertainment for your customers as they wait for their food, friends or service.
- ☞ It satisfies a need of single customers looking for something to do to avoid the awkwardness of "staring into space."
- ☞ **Coffee News**[®] provides talking points for customers who might be shy. There is always a variety of items to get the conversation started.
- ☞ **Coffee News**[®] has already built loyal readership for customers who...
 - Enter our monthly contest...
 - Check the weekly horoscopes...
 - Test their knowledge with trivia...
 - Are tired of only hearing bad news!

- ☞ **Coffee News**[®] is distributed in thousands of locations in Phoenix and Tucson, bringing recognition to tourists and second homeowners on the mountain.
- ☞ The "Shop Local" campaign is our #1 priority, supporting locally owned mom and pop shops!
- ☞ Popular with people of all ages, **Coffee News**[®] is sure to put a smile on their face!
- ☞ It's short and sweet...an average 8-minute read...so that tables can be turned.
- ☞ As a courtesy to our distribution partners, **Coffee News**[®] does not accept advertising from restaurants, hotels or coffee shops, so you will never find your competitor inside your establishment.
- ☞ And the best reason...IT'S FREE! The service includes the stand and delivery of as many copies of **Coffee News**[®] as you need each week.



Fresh Weekly!

Repetition builds recognition!

T.O.M.A. – Top Of Mind Awareness!

Available 24/7/365...
no need to pick days, times or stations!

Coffee News[®] has used the same proven
17-attraction techniques for 28 years!

The **Coffee News**[®] Contest...
engaging the reader to focus attention on the ads!

Our readers have disposable income...
they are mobile...they dine out...and they are smiling!

*** Active versus passive advertising.** Nobody runs over **Coffee News**[®] sitting in their driveway or immediately throws it in the recycle bin as junk mail. Customers actually pick one up, read it and take it home! Food for thought...

Why Advertise in **Coffee News**[®]?

Like coffee, it compliments a meal!

#1 comment that customers say...
I see that paper everywhere!

It's all positive!

Targets a mature audience...
reaches the people who are your customers.

Category exclusivity...
locks out the competition!

Coffee News[®] is in hundreds of locations,
we saturate the market!

Coffee News®
Contest



Find Little Joe

Our reader's contest is an attention magnet! We hide the **Coffee News® Man** in one of our advertiser's ads. Readers can win valuable prizes! It's one of the most fun and talked about features among both our readers and advertisers. A great benefit to our advertisers.

"Find the **Coffee News® Man**" contest generates hundreds of entries each month. Readers must read...reread and reread ads to find the **Coffee News® Man**.

"This was a tough one. I spent at least 45 minutes looking for the little man." (actual reader comment)

TO ENTER: Go to www.WMCoffeeNews.com and go to the contest tab.
(One winner drawn monthly. One entry per person, per month.)



Coffee News®
Testimonials

"Neat paper...really enjoy it."

"I use **Coffee News®** as my phone book, great advertisers!"

"You come up with some great stories."

"**Coffee News®** is a fun little paper."

"I thoroughly enjoy reading **Coffee News®**."

"I see that paper everywhere!"

"I am a frequent visitor to the city. I love **Coffee News®**."

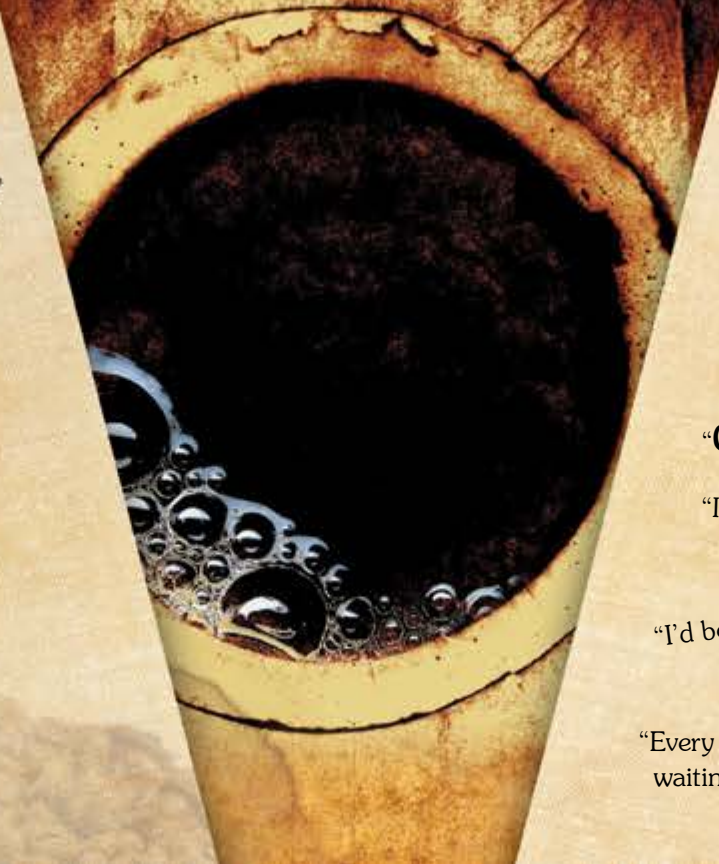
"I'd be lost if I didn't have **Coffee News®** to read every week."

"Where else can you just get positive news and stories? Love **Coffee News®**!"

"Absolutely love the 'Shop Local' campaign."

"I really get a kick out of the **Coffee News®**."

"Every Sunday morning my husband and I go to breakfast. We each grab a **Coffee News®** and while waiting, we try to see who can find the little hidden man first, then we read the rest of the paper."



What **Coffee News**[®] edition targets your customers best?

4 White Mountain Editions

(Reaching over 15,000 people per week)



OUR 4 EDITIONS

- Greer
- Payson
- Show Low/Pinetop-Lakeside
- Snowflake/Taylor

Rates*

Greer	\$5-\$10
Payson	\$30-\$50
Show Low/Pinetop-Lakeside	\$30-\$50
Snowflake/Taylor	\$20-\$35

- *Pricing is per week
- *17-week minimum commitment
- *One-time ad design charge of \$35
- *Costs based on business size

Key Client Program Levels

Gold

Place ad in all 4 editions at 25% off rate!
 *Price includes monthly posts on social media (Facebook/Twitter) to increase branding and visibility by reaching over 10,000 followers!

Silver

Place ad in any 3 editions at a 20% discounted rate!

Bronze

Place ad in any 2 editions at a 10% discounted rate!

*Some restrictions apply

Meet the **Publishers**



Rob & Rebecca Kastelic

Welcome to Coffee News®!

We are Robert and Rebecca Kastelic and we are the proud Publishers of the **Coffee News®** of White Mountain. We were one of the largest publishers in the world as we published **Coffee News®** in 27 cities, reaching over 100,000 readers per week. We now return home to the White Mountains and bring our vast publishing and marketing experience home, keeping our focus to the local level. We are the White Mountains!

We connect businesses with communities.

We have a true passion for community involvement and the shop local campaign. Our advertising is designed to help small to medium-sized LOCAL businesses get their message out at an affordable price.

You'll find our friendly little tan paper in restaurants, coffee shops, hotels, waiting rooms, libraries and lobbies! We are

child-friendly and only have positive news and local information. Everyone loves the fun mix of news, trivia, horoscopes and humor which **Coffee News®** provides. Each edition is customized for its community, OUR community, and WE are counting on YOU to provide events to be included in the "What's Happening" section.

Contact us to lock out your competition today!
We are Affordable, Local and Fun!

Yours truly, Robert & Rebecca Kastelic, Publishers



Please Shop Local and
Support Small Businesses,
It Truly Does Matter!

Coffee News®

#1 in the Advertising Services
Category 15 Years in a row!



Contact:

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www.WMCoffeeNews.com

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Robert Kastelic



robkastelic



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Currently Reaching
Over 10,000 Followers!