



Anne Arundel, Howard
& Prince George's Counties

Coffee News[®] Maryland

Affordable • Exclusive • Weekly

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

- ☞ **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!
- ☞ 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.
- ☞ The special stands take up minimal space and most customers either take their copy with them or return them to the rack, so there is no additional mess.
- ☞ As a courtesy to our distribution partners, **Coffee News**[®] lists all our distribution partners on our website with all their contact information and a link to their website.
- ☞ 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.





Why Advertise in **Coffee News®**?

Fresh Weekly

All advertisers are listed on our website with all their contact information and a link to their website.

Available 24/7/365...

no need to pick days, times or stations!

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

The **Coffee News®** Contest...

engaging the reader to focus attention on the ads!

Category exclusivity...
locks out the competition!

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



Coffee News®

Contest

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

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

"I just wanted to let you know that I think the prizes for the contest are fantastic! Not only do you give your readers a great publication to read, you also give them a chance to win a great prize with the Hidden Coffee Mug Contest! I look forward to reading my copy each week." – Kim from Linthicum



Coffee News[®]
Testimonials

“Thank you for one of those little pleasures that I look forward to every week.”

“Keep up the good work! Very enjoyable pause in this world.”

“...as always, we really thank you for putting us in your paper. We always get people telling us that they saw us in **Coffee News**[®].”

“The articles are always entertaining, the trivia quiz is fun and searching for the coffee mug is challenging.”

“Once I started reading **Coffee News**[®] I couldn't stop until I read every word.”

“I enjoyed **Coffee News**[®] when I first started reading it, so I decided to advertise in it to help boost my real estate career. It worked and I get call from potential clients and friends and family that notice my ad. I still look forward to reading every edition that hits the stands. Thanks for publishing a great read and a great advertising tool.”

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

EDITIONS AND MONTHLY PRICING

Editions	6 mo	12 mo
1 Edition	\$189	\$159
2 Editions	\$339	\$279
3 Editions	\$479	\$399
4 Editions	\$599	\$499
5 Editions	\$699	\$599

* Note: Prices listed are per month.

- Crofton/Gambrills/Odenton
- Bowie
- Glen Burnie
- Pasadena/Severna Park
- Ellicott City



Meet the Publishers



Tom & Angela Balsamo

Welcome to Coffee News!

Tom and Angela launched *Coffee News*® in Anne Arundel and Prince George's Counties in January 2007 after almost a decade of owning and operating 3 retail franchises. They expanded into Howard County (where they both grew up) in March 2015. Throughout their first business venture, Tom and Angela invested a great deal of time (and money) to promote their businesses throughout the communities they serve. The same lessons they learned from purchasing advertising and marketing their businesses, Tom and Angela have applied to promoting *Coffee News*® and working with their clients to help them get the most "bang for their buck".

They are active members in 5 chambers, multiple other business organizations, and each sit on the board for an area non-profit. Tom and Angela network extensively throughout the area on behalf of their clients, promoting and referring business to them whenever possible.

Our mission is to offer weekly, category exclusive advertising at the best value in the Baltimore market. Through our affordable publication, we will provide our clients with a local, community approach to advertising, while still helping to expose them in areas beyond the county borders. Promotion of our clients will extend outside the normal distribution of *Coffee News*®, as we will actively promote them through our vast networking in area Chambers, business groups and community associations. Our goal is for *Coffee News*®, and subsequently our clients, to be seen everywhere.

Contact **Coffee News**[®]
Today!

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