

# 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 where savings opportunities exist. It is our firm belief that effective advertising and 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

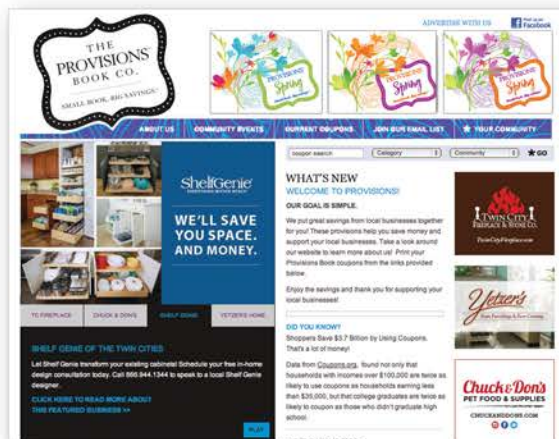
**PROVISIONS EAST (St Paul)**  
circulation: 50,000



## PROVISIONS™ SMALL BOOK. BIG SAVINGS.™

### ADVERTISING OPTIONS:

- BRANDING
- DIRECT RESPONSE
- BUSINESS FEATURES
- INTERNET OPPORTUNITIES
- CUSTOM DIRECT MAIL PRODUCTS



### 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 internet site, [thevisionsbook.com](http://thevisionsbook.com), includes additional opportunities for you to reach the audience you value the most.

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)

**Gifts & Goods in Endless Variety**  
**GENERAL STORE**  
 OF MINNETONKA

Discover Something that you'll *Love!*

**\$5 off**  
 a purchase of \$25 or more  
 General Store of Minnetonka

Valid only in the General Store. Not valid online. Limit one coupon per person. Not valid with other offers or in the call. Expires 7-31-13

**GENERAL STORE**  
 OF MINNETONKA

Monday - Friday 9:30-9  
 Saturday 9:30-6 Sunday 12-5  
 14401 Highway 7, Minnetonka  
 www.generalstoreofminnetonka.com

**GENERAL STORE Cafe**

Oh, what a Wonderful Day for Shopping & Lunch at the **General Store Cafe**

HALF PAGE COUPON AD (1-SIDED)

Where education and play come together

**ABC TOY ZONE**

122 17th Ave NW, Rochester, MN 55901  
 507.286.6448  
 2009 19th St NW, Champlin, MN 55317  
 952.474.6364  
 14001 Grand Ave. S., Burnsville, MN 55337  
 952.892.7064

**Save 20% off**  
 your entire purchase!  
 Offer expires on August 31, 2016.

**PROVISIONS Spring**  
 Small book. Big savings.

BRANDING AD (1 or 2 SIDED)

**Beds & Borders**  
 Landscape Design

**Complimen-tree**  
 Your choice of a native Minnesota tree or \$200 off your project

May not be combined with other offers or discounts. Present the Provisions coupon at consultation. Expires 8.31.14

612.396.2014 • [bedsandborderslandscape.com](http://bedsandborderslandscape.com)

4 ADVERTISING ZONES • 5 MAILINGS PER YEAR

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

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

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

ADVERTISING RATES Circulation 50,000 per zone

Full page (2-sided)

Half page (1-sided)

**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. Provisions book rates run from 2.5 cents to 5.8 cents per impression.

THEPROVISIONSBOOK.COM

Online coupon is included with purchase in the book.

Tile ad with link to your website

Tile ad and/or coupon change fee

Additional online only business feature

CONTACT YOUR SALES ASSOCIATE FOR ADDITIONAL ONLINE OPTIONS.

MAILING SCHEDULE

WINTER 2017

Advertising deadline: January 6

In homes: February 1-8

SPRING 2017

Advertising deadline: March 10

In homes: April 8-14

SUMMER 2017

Advertising deadline: May 5

In homes: June 1-8

FALL 2017

Advertising deadline: August 11

In homes: September 5-10

HOLIDAY 2017

Advertising deadline: October 6

In homes: November 3-10

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