

October 1, 2015



**RE: 2016 Mentor Coupon Book**

The City of Mentor is pleased to announce that we will be producing a 3" x 5" Coupon Book for distribution at city facilities and events throughout 2016. Similar books generated by organizations like the *Downtown Willoughby Restaurant Association* and the *Lake County Captains* have had terrific success and we want Mentor eateries to benefit from this effective advertising opportunity.

The Coupon Book will be distributed at ALL MENTOR EVENTS including Headlands BeachFest, Mentor CityFest, Mentor Rocks, Fireworks, Mentor Farmer's Market, Holiday Tree Lighting Ceremony and more! It will be available at all city facilities including the Mentor Ice Arena, Mentor Pools, Mentor Lagoons Marina as well as libraries, hotels and other locations throughout the city.

Finally - the book will be distributed to event promoters for regional softball, baseball, hockey and pickleball tournaments - plus you'll have the opportunity to reach RNC attendees who will be staying in Mentor for the convention next summer.

It's easy to see that this is a fantastic way to reach visitors in our area. We will have an initial run of 10,000 copies and will reprint as needed to ensure your offer is in front of potential customers for the entire year.

We are asking for a one-time participation fee of \$150. Since it is a coupon book, you must present "customer savings offer" to be considered for inclusion.

Please provide finished, press-ready artwork. If you need assistance with design, we can refer you to a number of area designers who can help you for a nominal fee. Remember – the better YOUR ad looks, the better YOU look. The City of Mentor reserves the right to decline an offer or submission for any reason.

Please contact the Public Information Office with your commitment and payment by November 1, 2015. Final Artwork is due no later than December 1, 2015 so that it can be ready for distribution by January 1<sup>st</sup> – no exceptions.

If you have any questions, please contact me at (440) 974-5794 or [logarusic@cityofmentor.com](mailto:logarusic@cityofmentor.com).

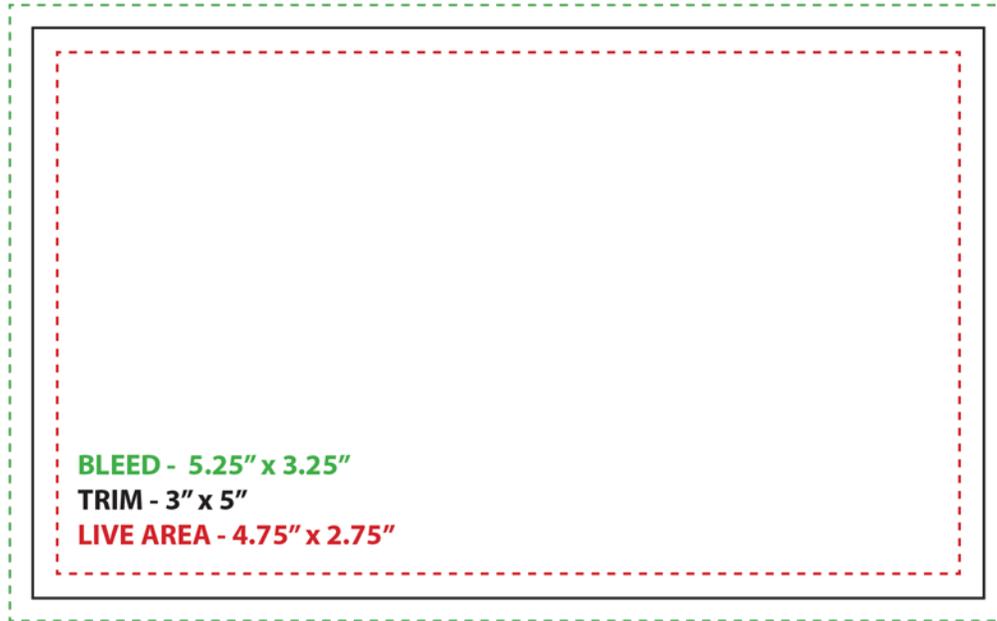
Thanks in advance for your participation.

A handwritten signature in black ink, appearing to read "Ante Logarusic".

Ante Logarusic  
Community Relations Administrator

**CITY OF MENTOR**  
8500 Civic Center Blvd., Mentor, OH 44060  
OFFICE (440) 974-5794 x 2531

## 2016 CITY OF MENTOR COUPON DETAILS



### COUPON DETAILS

- 2 Sided
- Full Color
- Finished Size: 3" x 5"
- Artwork must be press-ready in PDF format with crop & color marks for positioning – please offset crops by .125"
- Please keep text within the live area boundary
- Participating "customer savings offer" must be valid January 1 – December 31, 2016.
- Artwork MUST BE received by December 1, 2015
- City of Mentor reserves the right to decline submissions

### MAKE CHECK OUT TO

City of Mentor

### REMIT PAYMENT TO

Ante Logarusic  
City of Mentor Public Information Office  
8500 Civic Center Boulevard  
Mentor, OH 44060