

SWISS AVENUE HISTORIC DISTRICT ASSOCIATION

S *o* *c* *c* *a* *s* *i* *o* *n* *a* *l* *D*

June 13, 2003

Dear Business Owner:

The Swiss Avenue Historic District would like to invite you to advertise in our monthly newsletter, the *Occasional*. Our newsletter features a variety of interesting articles about the Swiss Avenue neighborhood. Our events include the famous Mother's Day Weekend Home Tour, beautifully decorated homes during the holidays and Halloween Trick or Treating. The newsletter features new residents, businesses and restaurants in the area, community events and a neighborhood calendar.

The *Occasional* is hand delivered each month to 220 households within the Swiss Avenue Historic District, and is also available for download on our website www.sahd.org

I have included our prices and an order form for advertising. We would appreciate your support and involvement in our community. It costs us several hundred dollars each month to publish the *Occasional* and your advertisement will help us to defray these expenses plus offer you direct access and communication with 220 homes in your area.

Please contact me at 214-821-2592 or by email ghmartin@mindspring.com should you have questions or require more information. I look forward to hearing from you.

Regards,

Gaye Martin
Communications
Swiss Avenue Historic District

SWISS AVENUE HISTORIC DISTRICT ASSOCIATION



Make check payable to SAHD and return this form to: Gaye Martin, 6000 Bryan Pkwy Dallas, TX 75206. The deadline for submission is the **last Monday of the month.**

Business Name _____

Contact _____

Address _____

Phone _____

Select Size and Duration			
Size	3 months	6 months	12 months
Small (3.5" x 2")	<input type="checkbox"/> 150.00	<input type="checkbox"/> 175.00	<input type="checkbox"/> 325.00
Medium (3.5" x 4")	<input type="checkbox"/> 300.00	<input type="checkbox"/> 350.00	<input type="checkbox"/> 650.00
Large (8.5" x 11")	<input type="checkbox"/> 450.00	<input type="checkbox"/> 500.00	<input type="checkbox"/> 950.00

OPTIONS

I have enclosed my own print-ready advertisement (business card, digital photo, copy of an old ad from a magazine or newspaper)

Please help us design an ad using the following text or ideas:

EXAMPLES

LARGE 8.5" X 11"

- Option One: Traditional 8.5" x 11" advertisement (i.e. newspaper, magazine)
- Option Two: Your full page write-up on and about your business.

MEDIUM 3.5" x 4"

3 mns	\$ 300.00
6 mns	\$ 350.00
12 mns	\$ 650.00

SMALL 3.5" x 2"

3 mns	\$ 150.00
6 mns	\$ 175.00
12 mns	\$ 325.00