

**Dear Potential Advertiser:**

Welcome, and thank you for considering buying an advertisement with our neighborhood newsletter. I believe it is a unique way to reach the two thousand households that make up Cory Merrill neighborhood. Our goal is to deliver impressive return on investment for you by focusing on four key areas:

1. DELIVERY – We hand-deliver each newsletter to the door – sometimes person-to-person. That personal touch ensures our newsletter gets read and avoids the junk-mail recycle bin.
2. NEWS YOU CAN USE – As the trusted voice of our neighborhood for the past 30 years, we maintain high readership levels by reporting on stories that directly affect the families living here. In the past year, we've reported on a neighborhood coyote problem, increasing home values, new school principals, the closure of a local park and even a free concert by neighborhood musicians. All of these stories drive readership, which means exposure for you.
3. DEMOGRAPHICS – Our readers are highly educated, professional, and support local businesses. [Click here](#) to read the full details.
4. VALUE – Our ad rates are very affordable, which is why most of our advertisers return year-after-year. Our quarter page ads start at \$240/year for four issues. [Click here](#) for more details.

Thank you again for your interest. I look forward to our future partnership.

Sincerely,

Don Tressler  
President - Cory Merrill Neighborhood Association