



McLaren Publishing Co.

Specializing in Puzzle Booklets

18145 Amberly Ln. * South Bend, IN 46637

(574) 521-5167 * mclarenpublishing@yahoo.com

Attention Advertisers:



+ **Proximity Advertising**

+ **Advertising Value**

+ **Low Customer Acquisition Cost**

Proximity Advertising:

Booklets are distributed to designated area waiting rooms with a high concentration of businesses.

Advertisers are paired with these areas for maximum ad effectiveness.

All advertisers are never more than two miles from their companion waiting rooms.

Advertising Value:

Booklets are printed and distributed in quantities of 1000 per issue. Waiting rooms generally have dozens of people each and every day. Booklets have a shelf life of about 30 days. This means your ad could get viewed 1000's of times by your most relevant target audience. Booklets have 15 pages of puzzles, producing 35 individual puzzles. There are as few as 15 advertisers per booklet. Each ad is paired with a puzzle page for maximum viewing potential. So you are literally guaranteed ad exposure.

Low Customer Acquisition Cost:

Full page ads are very inexpensive at \$500.00 each. 1000's of views means that the customer acquisition investment is just pennies per view. Alternate advertising mediums could be billboards, which cost thousands of dollars, and you never quite know if they are working. Another popular advertising medium is the direct mailer, in which the cost of printing and postage could be as high as \$2.00 per household, and you still don't know if they were totally effective.



	Full page*	Half page**	Gatefold***
Pricing:	\$500.00	\$300.00	\$800.00
Dimension:	4.5" x 7.5"	3.5" x 4.5"	4.5" x 7.5" x 2

- * Ask about Word Search themes for Advertisers.
- ** Half page ads are available on a limited basis.
- *** Gatefold ads are first come first serve.



- > 10% discount for multiple ads and multiple issues.
- > Ad builds are available FREE of charge.
- > Booklets are printed in quantities of 1000.
- > Waiting rooms are in proximity to advertisers.

Advertising space is limited so reserve your spot now.



All puzzles are original, and are carefully selected for each issue by our amazing staff.

Puzzle booklets are published monthly, are available while quantities last, are always FREE, and available upon request.

Rachal Chapman

Modern Beauty Today @ Salon Studio Suites
 4125 Grape Rd. Mishawaka, IN 46545
 Phone: 260 797-3010
 rachapman97@gmail.com

Hours: Mon Closed * Tue 10am-6pm * Wed 10am-6pm
 Thu 10am-6pm * Fri 9am-6pm * Sat 9am-3pm * Sun Closed

Services

- Simple wax
- Scalp treatment
- Ombre
- Makeup
- Heat tool styling
- Color correction
- Bridesmaid hair
- Bridal hair wedding day
- Bang trim
- Airbrush makeup
- Air touch highlights
- Shaved design
- New growth touch up
- Partial root touch up
- Partial highlight & gloss
- Partial balayage & gloss
- Mini highlight & gloss
- Medium haircut
- Bridal makeup
- Long haircut
- Lip wax
- Lip and brow wax
- Lashes
- Kid's haircut
- Hair consultation
- Gloss treatment
- Full highlight & gloss
- Formal Style
- Double process color
- Deep conditioning treat.
- Brow wax
- Brow color
- Braids
- Beard trim
- Balayage & gloss
- Short haircut
- Scalp cleansing with blowout
- Add on color






ADS ARE
 ALWAYS ON
 THE LEFT
 <===

PUZZLES
 ARE ALWAYS
 ON THE
 RIGHT
 ===>

GATEFOLD
 ADS ALWAYS
 HASTWO
 FACING
 ADS IN THE
 BOOKLET
 CENTER

Fill - In Word Fun

Cat Got Your Tongue

- | | | |
|---------------|---|------------------------|
| CATALINA |  | Pontiac car model |
| CAT _ _ _ _ _ | | Stimulus, incitement |
| CAT _ _ _ _ _ | | Projectile mechanism |
| CAT _ _ _ _ _ | | Eye lens clouding |
| CAT _ _ _ _ _ | | Disaster |
| CAT _ _ _ _ _ |  | Enviably seat |
| CAT _ _ _ _ _ | | Classification |
| CAT _ _ _ _ _ | | Butterfly precursor |
| CAT _ _ _ _ _ | | Cajun cuisine favorite |
| CAT _ _ _ _ _ |  | Light sleep |
| CAT _ _ _ _ _ | | Feline herb |
| CAT _ _ _ _ _ | | Ketchup |
| CAT _ _ _ _ _ | | Marsh plant |
| CAT _ _ _ _ _ | | Super-model runway |
| CAT _ _ _ _ _ | | Batman villain |