

Dear fellow MEDC member,

Your business has a good story! Our professional writers can tell your story in June to every home and business in Montgomery, Oswego and Sugar Grove. We publish a magazine called Insight, and it gives you the opportunity to tell your story, the way you want, to 28,000 homes and businesses by direct mail for only about 2 cents a home. The larger the story, the better the value. And our price includes everything--the writing, design, printing and postage!

Your story will also be published on our KPI website. (You can view some past Insights by going to [www.kpidesigns.com](http://www.kpidesigns.com)) Use the advertorial article any way you want in the future--for your website, email marketing, social media, brochures or direct mail campaigns. It's for your permanent use, so you get a lasting value.

Insight is an effective business-to-business vehicle, since it is mailed to every business the post office delivers to in the target area.

We can write the article from the attached questionnaire. You simply type your responses on the form and email it back, or you can submit your own article. Either way, you have total control, and you'll get the final approval. Attach your own full color photos and there's no extra charge. If you need Insight photos taken, our photographer can do that for an additional \$50.

Insight is the most popular thing we've done in my 14 years with our 106-year old company. Thanks to its popularity, you now have the opportunity to tell your story to more than 170,000 homes and businesses from Montgomery to W. Aurora to St. Charles to Elgin to DeKalb.

In August you can tell everyone in S. Elgin and much of Elgin your story, when we'll mail to 34,000 homes and businesses. Deadline is July 7. In October you can reach 24,000 St. Charles and Wayne homes and businesses with your story, dead lining Sept. 8. In December reach 25,000 W. Aurora/N. Aurora homes and businesses. Deadline is Nov. 3. And in February you can reach 28,000 Geneva, Batavia, Elburn and Kaneville homes and businesses. Deadline is Jan. 12.

Here's a money-saving strategy: If you decide upfront you'd like us to tell your story in two or more markets, then you qualify for a 20% discount, and you don't have to pay until after each runs.

Our Insights publish just once a year, so contact me today! I want you to get the best value, so don't delay. You'll note on the attached Montgomery, Oswego and Sugar Grove Insight flier the price includes a 5% discount if we receive all your content by the deadline, May 5.

Thank you for your consideration.

Bo

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# Sugar Grove/Montgomery/Oswego Insight

## An inside look into local business

Thank you for taking part in Kaneland Publications' 2014 Sugar Grove, Montgomery and Oswego Insight. If you have promotional materials or press releases already prepared for your advertorial, or if you'd like to submit your own advertorial content, feel free to submit them to Publisher Ryan Wells at [ryanwells@kpidesigns.com](mailto:ryanwells@kpidesigns.com).

However, if you would like the Kaneland Publications editorial department to create an advertorial for you, we can do so. The following pages consist of interview questions that will assist our staff in their work. We will write an advertorial for you and submit it for your approval as quickly as possible, in order to give you time to ensure the advertorial is to your standards. Additionally, please send any marketing photographs you would like to use to our editorial department at [ryanwells@kpidesigns.com](mailto:ryanwells@kpidesigns.com).

To ensure adequate time to provide you with a quality product, and to hold your discounted rate, please have all materials returned to the Kaneland Publications editorial department no later than **Monday, May 5**.

## **Insight questionnaire**

Name/title of person completing this form:

Business Name:

Owner Name(s):

Phone:

Email:

Website:

Address:

Hours/days of operation:

- 1) What products/services do you offer?
- 2) Tell us about your background:
- 3) Why did you pick your current location?
- 4) Tell us about the history of your business.
- 5) Why and how are you in this type of business?
- 6) What do you think is unique about your company?
- 7) What is your secret to success?
- 8) What is the main philosophy of your business?
- 9) How would you like to see your business change in the next year? 5 years?
- 10) If you could tell prospective customers one thing about you or your business, what would it be?
- 11) Do you consider yourself an expert in your field? Why?
- 12) What compelled you to get in this business?
- 13) What obstacles have you overcome?
- 14) What is the funniest/most memorable moment in your business history?
- 15) What else would you like our readership to know about you or your business?

# insight

AN INSIDE LOOK INTO YOUR BUSINESS

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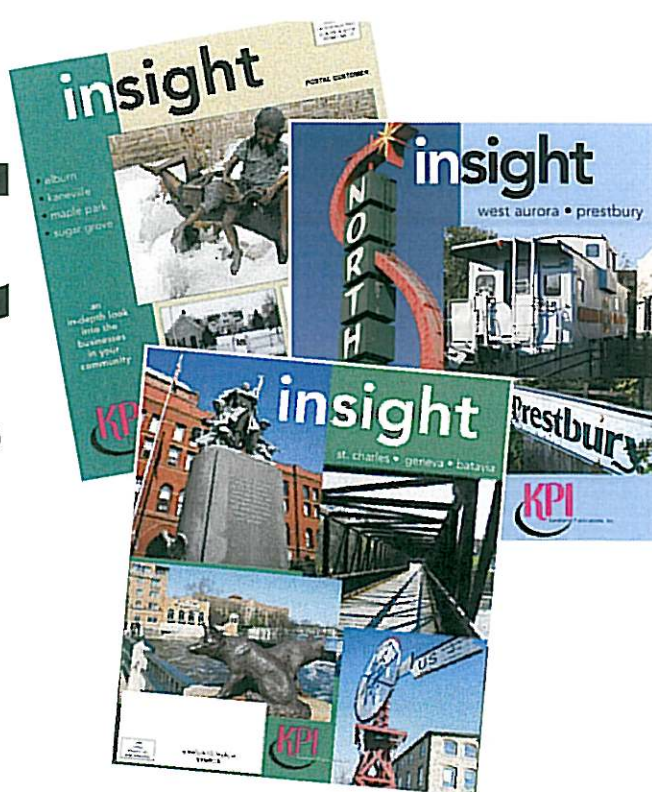
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- Published June 2014
- Online at [KPIdesigns.com](http://KPIdesigns.com)



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