



EXPERIENCE: HARLEM
2214 FREDERICK DOUGLASS BLVD, STE 304
HARLEM, NY 10026
212.933.0964

Reach Harlem's most affluent households

Mail and the Internet: One smart media pair

Combine the effectiveness of direct mail with the efficiency of the internet through Harlem's only cooperative multi-media program.

Drive sales with three impactful ways to communicate with your target consumer:

- **Premium direct mail** – a cost-effective gift certificate booklet mailed four times a year to select households. Featuring a distinct selection of advertisers, including restaurants, entertainment, salons and spas, fitness clubs, retail shops and boutiques delivered in a proven motivating gift certificate format. *Reserve your space today.*
- **ExperienceHarlem.com website** – the ultimate insiders guide to shopping, dining, entertainment and culture in Harlem. Featuring links to more information, maps and forwarding functions, ExperienceHarlem.com does what no printed map can.
- **Experience Harlem e-magazine** – a monthly entertaining and informative internet magazine delivering what's unique and undiscovered in Harlem. Driving consumers to ExperienceHarlem.com as well as your website to learn more and to download offers. Sponsorship opportunities available.

Direct Mail is effective:

- 90% of all Direct Mail gets read or seen.¹
- Only 11% of all Newspaper ads are read, 1/8 and 1/4 page ads are rarely seen.¹
- Co-operative mail enjoys overall high response rates of 3.9% ranking second to telephone marketing.²

Twice the impact

Recent studies indicate heavy internet users continue to view mail as a highly relevant part of their lives. It provides physical and tangible qualities lacking in their electronic communications.

Mailbox – Grab consumers' undivided attention – in fact they spend up to 30 minutes on any given occasion with their mail

Email – just hit send and it arrives almost instantaneously.

Mailbox vs. inbox – the ultimate boxing match. Studies demonstrate that consumers who interact with your brand across multiple channels are more likely to display higher loyalty.

2007 Schedule

Publishing schedule

Spring

Summer

Fall

Holiday

Closed

January 12

March 31

June 30

October 15

Printed

February 5

May 1

August 1

November 15

Gift Certificate Distribution/ Specs

10,000 mailed + 10,000 distributed

Standard gift certificates

Print area: 7 1/2" wide x 2 1/2" high

Colors: two-color – 'orange' & black

Images should be submitted at 300dpi in black and white

Panoramic 5" or 7" wide x 2 1/2" high

Submitted files must be in EPS/TIFF/JPG

Inside cover

Print Area – 8 1/2" x 3 1/2"; 1/8" bleed

Colors: four-color

Images should be submitted at 300dpi

Submitted files must be Mac compatible and may be In Design, Illustrator, Quark or Photoshop

Ads

Print area: 7 1/2" wide x 2 1/2" high

Colors: two-color or four-color

Submitted files must be Mac compatible and may be In Design, Illustrator, Quark or Photoshop

We reserve the right to decline any artwork we feel will not reproduce properly, such as sketches, bad fax copies, clippings or low resolution artwork.

¹ USPS Household Diary Survey

² Direct Marketers Association 2005 Response Rate Report

Experience: Harlem 2007 rates

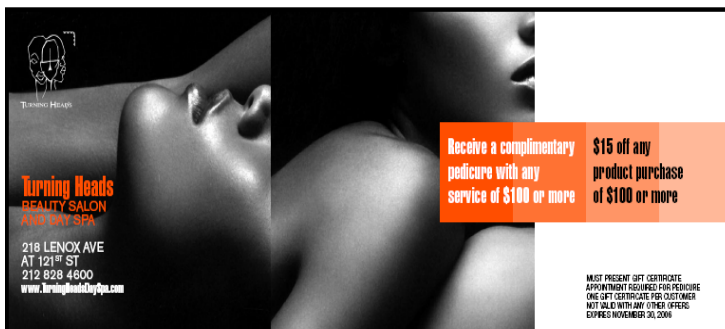
Inside back/front cover sponsor	\$2,500
1 ad	1,200
1 standard gift certificate	800
Artwork set up (standard included; custom please call for quote)	free
ExperienceHarlem.com listing & printable gift certificate	free
Experience Harlem strategic event marketing	free

Special Requests

	Additional:
Four color	300
First page & staple page	300
Two-page spread	600

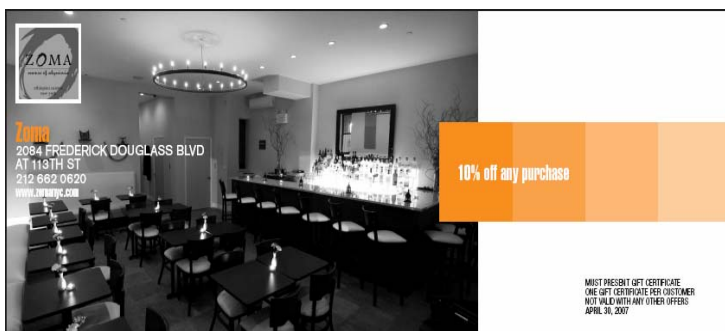
10% discount when participating in two to three insertions/**15% discount** to participate in all four mailings.
Rates valid through November 30, 2007.

Client feedback



"Experience: Harlem has been by far the best direct marketing vehicle we have ever used. Clients who use our Experience: Harlem special offers spend 12-15% *more* than all other clients who visit us. Experience: Harlem booklets are sleek, contemporary and eye catching. It's a great environment for our limited marketing dollars."

Shannon Ayers Holden
Owner, Turning Heads Salon & Spa



"Very, very satisfying. Definitely I'm happy with it and will do it again."

Henock Kejela
Owner, Zoma Restaurant

I have found Experience: Harlem to be a great partner to get the word out about our lending products to the audience that we are targeting here at WAMU. The staff has been very receptive and helpful in every way

Grant S Jones
Vice President - Harlem Home Loan Center, Washington Mutual Home Loans