

2012 Hilltown Business Directory Reservation ~ On-Line Only

3. Choose up to 4 Business Categories from the list on Page 3:

Primary Category 1: _____ (Included in listing)
 Additional Category 2: _____ (\$3 additional)
 Additional Category 3: _____ (Another \$3 additional)
 Additional Category 4: _____ (Another \$3 additional)

4. Choose a Display Ad Size (if desired):

1/3 page Horizontal Ad -- Business Card Size (4½" W x 2½" H)	\$12
2/3 page Vertical Ad (4½" W x 5" H)	\$21
Full page Ad (4½" W x 7½" H)	\$30

Ad placement and corresponding categories: On-line Display Ads will appear with the corresponding listing, and will also appear in rotation on the search pages; however, ad position cannot be guaranteed.

5. Determine Payment:

<p>Basic Business Listing: Business contact information will appear on-line at www.hilltowncdc.org for one calendar year. This includes:</p> <ul style="list-style-type: none"> • Business description of up to 25 words. • Business listing in one chosen Category and one Town, searchable by Business, Contact name, Category and Town. 	\$5	_____
<p>Additional Description Words: 25 words are included in a basic listing. You may choose up to 10 additional words (35 words maximum) at \$.20 per additional word.</p>	_____ # of words over 25 at \$.20 per word	_____
<p>Additional Categories (or Towns): One category and one town are included with a basic listing. Up to three additional business categories may be added at \$3 per additional category. You may also add additional towns if you have a business presence in more than one town.</p>	_____ # of additional categories (or towns) at \$3 each	_____
<p>Display Ads*: Electronic artwork is preferred and must be supplied in the correct size on a Mac compatible CD, or by email. Image should be at least 300 dpi (print quality) tif, eps, or pdf files. Do not send jpeg files. Ads delivered in non-electronic form will incur an additional Scan Fee (see below). *Display Ad fees are in addition to Basic listing fees. The listing fee is not waived with the purchase of advertising.</p>	1/3 pg Horizontal only: \$12 2/3 pg Vertical: \$21 Full Page: \$30	_____
<p>Scan Fee: Ads delivered in non-electronic form, and already sized to fit the ad space, will be scanned at \$2 per scan. For a 1/3 page ad, a business card can be scanned and enlarged for the \$2 scanning fee.</p>	\$2	_____
Total Payment Due:		_____

**Choose up to four categories for your business
 from the list on Page 3 and list them in priority order above.**

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The first category is included in the Basic Listing price; additional categories are \$3 per category.

Accommodations/B & Bs	Hardware Stores
Accounting, Banking & Financial Services	Healthcare
Acupuncture	Healthcare, Alternative & Complementary
Alternative Energy	Hobbies
Animal & Veterinary Services	Horse Services & Boarding
Appliances	Instruction
Artists & Craftspeople	Insurance
Attorneys	Interior Design & Decorating
Automobiles, Motorcycles, Recreational Vehicles	Kitchen and Home Solutions
Bicycle Sales & Service	Land Clearing
Builders, Green	Land Conservation
Building Repair & Restoration	Land Surveying
Building Supplies	Landscape Architecture & Site Work
Building Trades, Other	Landscaping, Plants, Garden Supplies, Tree Services
Cabinetmakers & Furniture	Livestock
Carpenters	Logging, Lumber & Firewood
Childcare Providers & Preschools	Mail Order
Children's Services	Masonry & Tile
Cleaning Services & Rubbish Removal	Massage Therapy & Bodywork
Computer/Technology Products & Services	Moving
Concrete & Foundations	Music Instruction & Musical Instruments
Consulting, Marketing & Business Services	Natural Products
Cottage Rentals	Notaries Public
Custom Sewing	Painting & Paperhanging
Dance & Fitness	Personal Care
Educational Materials	Pharmacies
Elder Care	Photographic & Video Services & Products
Electrical	Plumbing & Heating
Employment & Temporary Help	Property Maintenance & Snow Plowing
Engineers	Real Estate Sales & Rentals
Entertainment & Music	Recreation & Travel
Environmental Services	Rentals
Excavating & Septic	Restaurants, Cafes & Caterers
Farm Products & Supplies	Sawmill Services
Farms & Farm Stands	Small Engine Repair
Forestry Work	Special Events & Weddings
Fuel/Oil/Propane	Stonework and Stone Suppliers
Funeral Homes	Storage
General Contractors & Home Improvement	Training
Gift Shops	Transportation
Graphic Designers	Website Developers
Grocery, Convenience & Package Stores	Well/Pump Installation & Repair
Hair Stylists, Beauty Products & Services	Writers, Writing Workshops
Handyman	Yoga

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Frequently Asked Questions (FAQs)

What towns qualify as "Hilltowns?"

To list your business in the directory, a location or mailing address must be provided in one of the following towns: Ashfield, Becket, Blandford, Chester, Chesterfield, Cummington, Goshen, Haydenville, Hinsdale, Huntington, Middlefield, Montgomery, Otis, Peru, Plainfield, Russell, Washington, Westhampton, Williamsburg, Windsor, or Worthington.

I live in the Hilltowns, but my business is located elsewhere. Can I still have a Basic listing?

You may list your home address as your mailing address and your business address outside the hilltowns as your location address.

I serve many Hilltown customers, but I do not live or work there. Can I still advertise?

Businesses with no address in the hilltowns may purchase a Display Ad to reach hilltown customers.

I have two businesses, may I list them both?

Yes. Please complete a separate Reservation Form for each business. You may photocopy the reservation form or print one from our website at www.hilltowncdc.org.

My description is too long, may I buy more words?

25 business description words are included in a Basic business listing. You may choose up to 10 additional words (up to 35 words total) at \$.20 per additional word.

I want my business to appear in more than one category ... or my business category isn't represented. If you want your business to appear in more than one category, it can be listed in up to three additional business categories (maximum of four) for an additional fee. If your business doesn't fit an existing category, contact us and we'll adapt an existing category or add a new one.

My business has a physical presence in more than one town. May I be listed in both?

Yes. For an additional fee, your business may be listed in any other town in which it has a presence.

I want a display ad -- do I have to buy a listing, too?

No. Listings and Display Ads are priced separately. You may reserve a Display Ad, or a listing, or both. Your total payment will be based on what you choose.

How can I provide you with my ad?

Send your display ad in the correct size by email, or by mail on a Mac compatible CD. Image should be at least 300 dpi (print quality) in a tif, eps, or pdf file. Do not send jpeg files as they are not optimal for printing. Any camera-ready ad (sized to fit ad space) may be scanned at a cost of \$2.

Can I send you a business card instead of an ad?

A 1/3 page ad can be created from a business card for the \$2 scanning fee.

Can I choose the category in which my ad will appear?

Yes. If you are listed in more than one category, please list your primary category first; the display ad will appear in the category which is listed first on your reservation form.

How can I pay for my ad?

By check (payable to Hilltown CDC), money order or credit card. Payment is preferred by check or money order to avoid credit card fees. Payment is required in full with your reservation.

To pay by credit card, provide your MasterCard or Visa information by mail, fax it to us at (413) 296-4020 or call (413) 296-4536 ext. 112 with your information. Please include your credit card number, expiration date, name as it appears on the card, billing address and 3-digit code from the reverse side.

Send payment and reservation form to Hilltown CDC, P.O. Box 17, 387 Main Road, Chesterfield, MA 01012

More Questions? Call us at (413) 296-4536, ext. 112 or email sethi@hilltowncdc.org