

2019 Hilltown Business Directory ~ In Print & Online

**Would you like more customers? Reach 15,000 Hilltown households for as little as \$40!
List your business in the 2018 Hilltown Business Directory!**

A Basic Business listing is \$40. Listings appear in your chosen **Business Categories** and by **Town**. The index includes **both your business name and your personal name**. The Directory will be distributed to **over 15,000 households throughout the Hilltowns** in January 2019. The On-Line directory is located at www.hilltowncdc.com.

Payments and reservations may be done by mail, online, or via email, (we will email you an invoice)
Hilltown CDC, P.O. Box 17, Chesterfield, MA 01012 | Email: michelek@hilltowncdc.org | Online: hilltowncdc.org/donate-1 or hilltowncdc.org/small-business-assistance/

All reservations, advertisements, and artwork must be received by October 1, 2018.

1. Please provide your Contact Information to be printed in the Directory:

Business Name: _____	Business Phone: _____
Contact Name: _____	Phone: _____
Location Address: _____	Business Fax: _____
Location Town, State & Zip: _____	Website: _____
Mailing Address or P.O. Box: _____	Email Address: _____
Mailing Town, State & Zip: _____	Monthly Small Business E-Newsletter Signup: <input type="checkbox"/> Yes, please include me <input type="checkbox"/> No thanks

HCDC e-newsletter offers monthly news for sales, marketing, and educational opportunities for small businesses.

Businesses must either be located or have a mailing address in one of the following towns:
Ashfield, Becket, Blandford, Chester, Chesterfield, Cummington, Dalton, Goshen, Granville, Haydenville, Hinsdale, Huntington, Middlefield, Montgomery, Otis, Peru, Plainfield, Russell, Washington, Westhampton, Williamsburg, Windsor, or Worthington.
Businesses outside of these towns may only purchase a Display Ad.

2. Please provide your Business Description:

Fill in the boxes below, with one word in each box. Your full contact information (above) plus 25 words of description (below) are included in the base listing price of \$40. Each additional word is \$1, up to a maximum of 42 words.

25 words = \$40					
					42 words = \$57

3. Choose up to 4 Business Categories from the list on Page 4, or ask us to add a category:

Primary Category 1: _____ (Included in \$40 listing)
Additional Category 2: _____ (\$30 additional)
Additional Category 3: _____ (Another \$30 additional)
Additional Category 4: _____ (Another \$30 additional)

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4. Jacob's Ladder Business Association Membership

JLBA supports Hilltown businesses in a variety of ways including providing networking opportunities, social media promotions, technical assistance, and education for existing and developing businesses. In 2017, JLBA and Hilltown CDC began a partnership to better serve the Hilltown business community.

- Yes! I'd like to join JLBA for \$65** **No thanks**
 Please choose a category to describe your business:
 Activities **Food** **Shopping** **Lodging**

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

JLBA Members receive a 10% discount on display ads	JLBA	Regular
1/3 page Horizontal Ad — Business Card Size (4½" W x 2½" H)	\$90	\$100
2/3 page Vertical Ad (4½" W x 5" H)	\$158	\$175
Full page Ad (4½" W x 7½" H)	\$225	\$250

5. Determine Payment:

Basic Business Listing: Business contact information will appear in the 2019 printed directory and on-line at www.hilltowncdc.com for one calendar year. The basic business listing includes: <ul style="list-style-type: none"> Business contact information Business description of up to 25 words. Business listing in one chosen Category, one Town, and in the Index by Business and Contact name. 	\$40
Additional Description Words: Up to 17 additional words (42 words maximum)	____ # of words over 25 at \$1 per word
Additional Categories (or Towns): Up to three additional business categories may be added at \$30 per category. You may also add additional towns if you have a business presence in multiple towns.	____ # of additional categories (or towns) at \$30 each
Display Ads: Display ads are in addition to basic listings. You may purchase either one, or both. Please email your print ready ad: min 300 dpi, tif, eps, jpg, or pdf files. Paper ads can be scanned and resized for an additional Scan Fee (see below).	1/3 page Horizontal: \$100 2/3 page Vertical: \$175 Full Page: \$250 JLBA 10% discount
Scan Fee: Paper ads, sized to fit the space, will be scanned at \$15 per scan. For a 1/3-page ad, a business card can be scanned and enlarged for the \$15 scanning fee.	\$15
2019 JLBA Membership	\$65
Total Payment Due:	

6. Submit Full Payment with Reservation.

- Pay by check or Money Order:** payable to Hilltown CDC Mail to: P.O. Box 17, Chesterfield, MA 01012
 Pay online Go to hilltowncdc.org/donate-1 or hilltowncdc.org/small-business-assistance Be sure to note your business name.
or call Denise LeDuc, Hilltown CDC Director of Finance and Administration at **(413) 296-4536, ext. 114**

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*Thank you for listing and advertising in the Hilltown Business Directory.
Hilltown CDC is an equal opportunity provider and employer.*

The **Hilltown Community Development Corporation** is a community-based organization. Our **Economic Development** program helps local businesses of all kinds start, grow, and create local jobs. We provide Free business consulting, offer classes, workshops and other technical support as well as specialized one-on-one assistance. Reach more local customers with the annual Hilltown Business Directory. Call Michele Kenney, 413-354-1055 for confidential help for your business or startup

Questions? Call Michele Kenney at (413) 354-1055 or email michelek@hilltowncdc.org

Business Directory Categories	
Accommodations	Farms & Farm Stands
Activities and attractions	Farm Products & Supplies
Agriculture and Forestry	Food, Dining and Restaurants
Animal and Veterinary services	Fuel/Oil/Propane/Alternative Energy
Artists and Craftspeople	Groceries and convenience stores
Attorneys and legal services	Hair Stylists & Beauty Salons
Automotive, sales and repair	Health and Well-being
Banking & Financial Services	Home Maintenance and Repair
Bicycle, sales and service	Hardware Stores
Building and Construction trades	Landscape Architecture & Site Work
Childcare providers and preschools	Marketing, Printing, Media and Communication
Community and Education	Musicians and Performers
Bicycle Sales & Service	Photographic & Video Services & Products
Building and Construction Trades	Real Estate Sales & Rentals
Childcare Providers & Preschools	Religious and spiritual
Community and Education	Retail shopping
Computer Services and Repair	Textiles and sewing
Consulting, Marketing & Business Services	

FREE Classes for Hilltown Business Owners!

Thanks to a generous grant from the MGCC and other funders, the Hilltown CDC is able to offer free classes to Hilltown Business owners at two locations! In Chesterfield at the new **Economic Development classroom** in the basement of the Hilltown CDC: 387 Main Road, Chesterfield, MA 01012 and at the Chester **Village Enterprise Center**, 26a Main Street, Chester, MA 01011.

Sign up for the Free monthly e-newsletter to get up-to-date information on all the classes and opportunities available to small business owners throughout the year! Look at this GREAT class line up for the fall:

Intro to Quickbooks, by Dorine Lasky, 6-8pm September 5 & 6, 2018 Chester | October 15 & 16, Chesterfield

Website Workshop by Jeanne LeClair, 6-8pm September 12, 2018 Chester | October 10, 2018 Chesterfield

Biztro "Business help sessions" by Jeanne LeClair 4-7pm September 17, October 1, October 22: Chester

Everything you need to know to as a Small Business Owner, with Dorine Lasky 6-8pm
September 18, 2018 Chester | October 4, 2018 Chesterfield

Etsy: Selling your handmade or vintage items online, with Heather Morgan 6-8pm
September 20 & 22, 2018 Chesterfield | October 25 & 26, 2018 Chester

Photographing your products for online sales, with Heather Morgan. 6-8pm
September 27, 2018 Chesterfield | November 1, 2018 Chester

To register for classes, contact Economic Development Coordinator **Michele Kenney** at MicheleK@hilltowncdc.org, or call 413-354-1055.