

Program Benefits

Bringing benefits to members and members to businesses is what the Y Advantage Program is designed to do.

Y Advantage **Business** Program

This program offers businesses in the North Penn, Indian Valley and Perkiomen Valley communities an opportunity to reach 20,000 North Penn YMCA members with special promotions and discounts aimed at bringing Y members into their business.

In addition, it is an unbelievably cost-effective way to advertise their business to nearly 100,000 households in the area, while at the same time, supporting the programs and community activities of the YMCA.

Y Advantage **Member** Program

Through this program, North Penn YMCA members can exercise the added value of their Y membership by taking advantage of special offers made specifically to them by Y Advantage Business Program partners.



About the North Penn YMCA

Established in 1955, the North Penn YMCA provides programs and services for children, teens, seniors, families and those with special needs in the North Penn, Indian Valley, and Perkiomen Valley communities. The mission of the North Penn YMCA is to make the community we serve a better place to live. Through programs and activities, we strive to enrich and strengthen families; provide wholesome, supervised recreation; offer positive learning, leadership and character development opportunities; and promote wellness for all people, regardless of ability to pay.

Learn more about the North Penn YMCA by visiting www.northpennymca.org.

North Penn YMCA

Corporate Office

2506 N. Broad Street, Ste. 208
Colmar, PA 18915

Phone: 215-368-9622 ext. 100

Fax: 215-716-5206

Email: amandag@northpennymca.org

Web Site: www.northpennymca.org

North Penn YMCA

Advantage Business Program

Bringing benefits to members and members to businesses



Mary and Tony Mauriello, owners of FASTSIGNS, with Snickers

"The Y Advantage Program is a cost-effective and valuable advertising tool for promoting our business. Plus, our participation supports the great community programs offered by the YMCA."

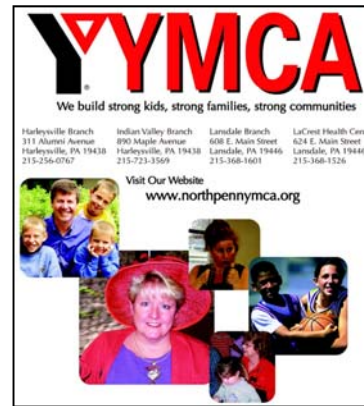
Y Advantage Business Program Details

As a Y Advantage Business Program participant, you'll be connected with 20,000 North Penn YMCA members. Plus, your business ad will reach nearly 100,000 households in the North Penn, Indian Valley and Perkiomen Valley communities.

The program offers an excellent advertising value! For a fee of just \$100, and your commitment to offer North Penn YMCA members a special discount and to display a Y Advantage program sign in your business, we will provide you:

A Free Program Brochure Ad. We will include, at no charge, a business card size ad, containing your business name, logo and details of your discount or special offer for Y members in one issue of the North Penn YMCA program brochure. We mail this brochure every 8 weeks to nearly 100,000 households in our area.

For a minimal fee, you may choose to upgrade to a larger size ad enabling you to include additional promotional information about your business. You may also choose to advertise in more than one issue of the brochure by paying the



published advertising rates. At less than a penny per potential ad impression, it is an extremely cost-effective way to share your advertising message with the community. Plus, if you advertise in all six program brochures in a twelve month period, you'll get your sixth ad for free.

A Free Web Site Ad. We will post your business name, logo and discount offer for Y members on a Y Advantage Members Program page of our web site.

Inclusion in Promotional Materials. We will include details of your special offer, along with your company name and logo, in a Y Advantage Members Program brochure that is placed in our new member packet and displayed in our facilities. Plus, we will recognize your company in other promotional pieces, such as member newsletters, as a business adding value and benefits to a North Penn YMCA membership.

Y Advantage Business Program Costs

Your program participation fee of \$100 includes a business card size ad in one issue of the YMCA program brochure, a listing on our web site, inclusion on Y Advantage promotional materials and a sign for display at your location.

Advertising Upgrades

You may choose to upgrade the size of your ad and pay the difference between the ad rate and the \$100 program participation fee.

Additional Advertising

To maximize the effectiveness of your advertising message, you may choose to continue your ad in additional issues of the brochure.

<u>Ad size</u>	<u>Rate* (per issue)</u>
Business card size	\$100
1/4 page	\$250
1/2 page	\$500
Full page	\$750

* There is a minimum commitment of two issues for ad space. A new issue is mailed every eight weeks. Businesses advertising in all six issues in a twelve month period will get the sixth ad free.