



**The Modesto Bee**

modbee.com

1325 H Street  
P.O. Box 3928  
Modesto, CA 95352  
(209) 578-2000

January 29, 2008

Dear Business Owner or Manager;

I am contacting you today to inform you of a new advertising opportunity. The Modesto Bee and the Downtown Improvement District (DID) are working together to offer inexpensive advertising for all businesses who reside in the DID area. The DID has committed to running five Full-Page color ads this year.

Right now the ads will be running on the following dates...

*(Monday was selected to reach the largest audience)*

- Monday, February 18<sup>th</sup> – Amgen Bike Tour Theme
- Monday, April 14<sup>th</sup> – Spring Time Theme
- Monday, June 2<sup>nd</sup> – Graffiti Summer Theme
- Monday, September 15<sup>th</sup> – Harvest or Fall Theme
- Monday, December 8<sup>th</sup> – Holiday Theme

Currently we are offering two different sizes for the Box pages. Sizes are as follows...

Large Box – 5" x 4" **Cost = \$296.87**

Small Box – 5" x 2" **Cost = \$148.43**

The above cost does not include color. *(DID is paying for the color charge)* If you are interested in being in any of the above color box pages, please contact me. The success of this partnership is based on participation from the Retailers in the DID, Downtown area. Without your participation this program will not exist.

The Modesto Bee and the DID are excited about this advertising partnership and look forward to running box pages promoting DID, downtown businesses regularly. We are positive that frequent running of these box pages will draw awareness to businesses in the downtown area and most important bring in business.

Should you have any questions, concerns or would like more information on this partnership, please feel free to contact me at (209) 578-2032, [jpollard@modbee.com](mailto:jpollard@modbee.com) or (209) 404-9985.

I look forward to working with all of you and making this partnership a success.

Janet C. Pollard  
Advertising Account Executive  
The Modesto Bee