

# JEFFERSON COUNTY *Discovery* MAGAZINE

2008



October 24, 2007

Let us introduce you to...

***Jefferson County Discovery.*** It's a brand-new magazine for 2008—full color, 4" x 9" (convenient, rack-card size)—highlighting all the great things there are to see and experience in Jefferson County, West Virginia.

The magazine is brought to you by the same folks who publish *Shenandoah Valley & Beyond*, a beautiful, digest-size magazine that has been encouraging travelers to get off the highways and into our Valley towns since 2003.

***Jefferson County Discovery*** will have great feature editorial as well as business listings, arranged by category—restaurants, hotels & motels,

B&Bs, attractions, sports & recreation, etc. You will definitely want to have your business listed in this magazine. It will be the 'go to' guide for visitors to Jefferson County!

The back section of the magazine will be a coupon clipper, offering visitors special discounts or promotions. Coupons are a great way to bring visitors to your door!

***Jefferson County Discovery*** will be distributed throughout the area, by advertisers, Visitor Centers, Chambers of Commerce, hotels, motels, B&Bs, restaurants, colleges & universities, and other places of business. 35,000 copies will be printed in 2008.

## How can your business be a part of ***Jefferson County Discovery?***

By purchasing a full-page ad, a coupon, and/or a listing. Full-page ads may be purchased through Gini LaMaster, sales representative for Shenandoah Specialty Publishing, LLC—publisher of ***Jefferson County Discovery.*** Contact Gini TODAY at 540-550-5553 to arrange an appointment.

Coupons and listings can be purchased directly from the publisher. A listing costs \$175, and a coupon costs \$375. No salesperson will call, unless you request it. Complete the attached space agreement form and listing/coupon information form. Send the two forms, with your payment, to the address indicated (312 S. Main St., Lexington, VA 24450). You'll receive, by return mail, a copy of the space agreement and a statement of account, recording your payment.

This is a limited-time opportunity, so act now! The space reservation deadline for ***Jefferson County Discovery*** is November 9, 2007.

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540.463.2319 (phone) | 540.463.2839 (fax) | [www.discoverymagazines.com](http://www.discoverymagazines.com)