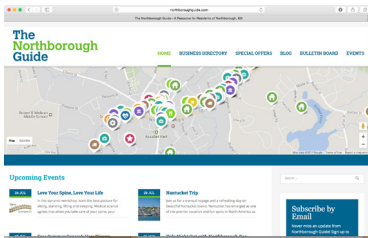


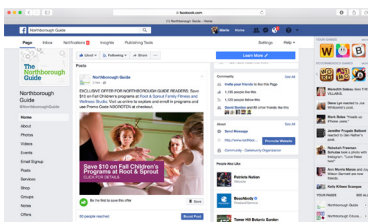
The Northborough Guide

*A comprehensive resource for residents of Northborough—
and a prime opportunity for local businesses
to connect with local customers.*



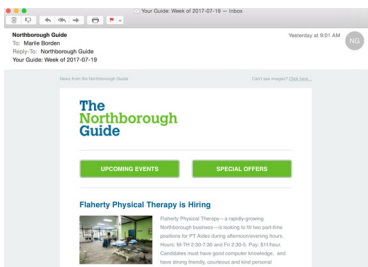
WEBSITE

At NorthboroughGuide.com local residents have the opportunity to explore local events, a comprehensive directory of local businesses, announcements from local organizations, a blog featuring wisdom and expertise from local professionals, and special offers designed just for them. **As a local business, you have the opportunity to be featured within our Directory, on the Blog and on the Special Offers page.**



FACEBOOK & INSTAGRAM

The Northborough Guide Facebook and Instagram pages boasts more than 1200 fans who follow us for timely updates on everything local. **Our Marketing Co-op partners are regularly featured in the Northborough Guide feeds with help from Social Media experts who carefully craft posts that feature their business—whether it be special offers, events, tips, photos or simple reminders.**



WEEKLY EMAIL

Our weekly email newsletter delivers blog posts and announcements right to the inbox of our subscribers. **Our Marketing Co-op partners have the opportunity to be featured as a local expert, offering wisdom or tips, or to broadcast special announcements—anything from open positions, to new hires, to anniversary celebrations or sales.**



PRINT DIRECTORY

Each September we will publish the print version of the Northborough Guide—a directory of all local, independent businesses in town. With our marketing packages, **local businesses have the opportunity to have a featured listing—with prime placement, company description and complete contact details—plus a half- or full-page print advertisement.**

OPTION 1: Featured Business (\$45/month)

- Featured Listing on website (prime placement, logo, business description, photo gallery, complete contact information, business hours, map)
- Featured listing in the Annual Print Directory
- 1/2 Page Ad in Annual Print Directory
- One special offer listing per month
- One year commitment required

OPTION 2: Marketing Co-op (\$100/month)

Includes everything in Option 1, plus:

- Regular promotion of your business to the greater Northborough community via the Blog and Email Newsletter
- Regular promotion of your business via the Facebook and Instagram pages
- Full page ad in the Print Directory
- Unlimited Special Offers on website
- One year commitment required

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