



# BUSINESS DIRECTORY & COMMUNITY GUIDE

## Overlea Fullerton Business & Professional Association

P.O. BOX 4889 • BALTIMORE, MD 21211 • (410) 578-3600

[www.OFBPA.com](http://www.OFBPA.com)

Dear Member,

Thank you for your important participation in the OFBPA. We want you to be the first to know that preparations are underway for our updated annual 2014-2015 Overlea Fullerton Business & Professional Association Business Directory & Community Guide. Five-thousand copies will be printed and distributed throughout the year to local residents & businesses.

We invite you to be an integral part by advertising your business or service. The Directory contains listings of OFBPA members, a look at our past, present and future direction, plans, activities and much more - see enclosed brochure for complete details. Your advertisement benefits your business through long term exposure to business and retail consumers at very economical rates.

Please review the details and specifications on the enclosed brochure and let us hear from you soon so we may accommodate any special requests you may have. Call Phil Maher at 410-578-3600 or return your reservation by email to [books@fataonline.com](mailto:books@fataonline.com); or fax to 410-578-0550.

Sincerely,

A handwritten signature in blue ink that reads "Donna Bethke".

Donna Bethke  
President OFBPA

A handwritten signature in blue ink that reads "Philip T. Maher".

Philip T. Maher  
Directory Publisher

Additional Details Follow...

# OVERLEA FULLERTON BUSINESS & PROFESSIONAL ASSOCIATION

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## BUSINESS DIRECTORY & COMMUNITY GUIDE

### SPECIFICATIONS

Size: 5½" wide by 8½" high  
Stock: 80 lb. enamel gloss stock  
60 lb. white offset inside  
Binding: Saddle-stitch

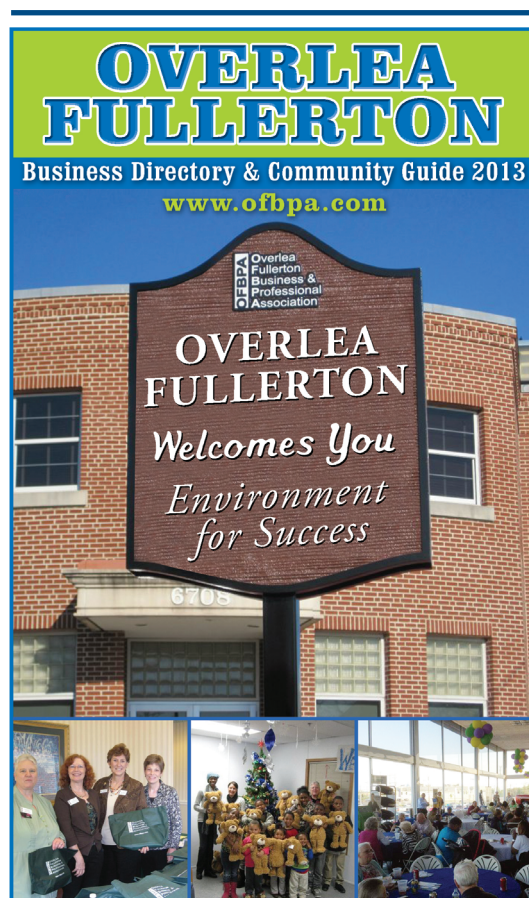
### AD SIZES & RATES

(width X depth)

	Members
Back Cover ( <i>Full Color</i> ) ... (4 ½ x 7 ¼) ....	\$700 ... \$650
Inside Cover ( <i>Full Color</i> ). (4 ½ x 7 ¼) ....	\$600 ... \$550
Full Page..... (4 ½ x 7 ¼) ....	\$325 ... \$300
Half Page ..... (4 ½ x 3 ⅝) (2 ½ x 7 ⅜) ....	\$200 ... \$190
Quarter Page (4 ½ x 1 ¾) (2 ⅛ x 3 ⅝) ....	\$120 .... \$110
Eighth Page ..... (2 ⅛ x 1 ¾) ..... \$90	..... \$80

Publisher prefers artwork emailed to  
joan@fataonline.com

OVERLEA FULLERTON  
BUSINESS &  
PROFESSIONAL ASSOCIATION  
Business Directory & Community Guide  
P.O. Box 4889 • Baltimore, Maryland 21211



## 2014-2015 BUSINESS DIRECTORY & COMMUNITY GUIDE

### Advertising Rates and Specifications

P.O. Box 4889 • Baltimore, MD 21211  
410-578-3600 • Fax 410-578-0550

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joan@fataonline.com

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## BUSINESS DIRECTORY & COMMUNITY GUIDE

### FEATURES...

- A complete listing of all OFBPA members by name, business, address and phone number,
- A classified directory of products and services available in the Overlea-Fullerton area,
- Information on the OFBPA, its mission and goals, officers and directors, committees, calendar and more,
- An overview of local clubs, organizations, parks, recreational, cultural and other activities,
- Information on area churches, schools and other educational opportunities.
- Local and County Government Information, Services, Utilities and Hotlines,
- Listings for local business and community associations and feature articles on selected particular areas of interest,

...and more.

**It is the only publication of its kind!!!**

### REASONS TO ADVERTISE...

- Unique opportunity to advertise in an anticipated publication that will be used as a daily tool, guide and reference book for both business owners and consumers,
- Advertisers are listed in a classified index under the category of their choice,
- Many readers of the Directory are community leaders and decision makers - a great market to reach,
- Advertising rates are very reasonable - one low payment buys a full year's exposure,
- The Directory is an economical way for established businesses to announce new products and services or new locations and expansions,
- Your ad helps to market and promote the Overlea-Fullerton area and to establish a positive and healthy business environment,



- 5,000 copies are distributed free of charge throughout the entire Overlea-Fullerton area to business owners and residents - ensuring maximum repetitive exposure to thousands of readers.

**[www.ofbpa.com](http://www.ofbpa.com)**



# OVERLEA FULLERTON BUSINESS & PROFESSIONAL ASSOCIATION

TO RESERVE SPACE  
PLEASE COMPLETE  
CONTRACT AND MAIL  
IN ENCLOSED  
ENVELOPE  
OR FAX TO  
(410) 578-0550

## BUSINESS DIRECTORY & COMMUNITY GUIDE

### CONTRACT

DATE: \_\_\_\_\_, 20\_\_\_\_

You are hereby authorized to place the following size advertisement in the OFBPA Business Directory & Community Guide:

		Members
<input type="checkbox"/> BACK COVER ( <i>Full Color</i> ).....(4 $\frac{1}{2}$ x 7 $\frac{1}{4}$ ).....	\$700.....	\$650
<input type="checkbox"/> INSIDE COVER ( <i>Full Color</i> ) .....(4 $\frac{1}{2}$ x 7 $\frac{1}{4}$ ).....	\$600.....	\$550
<input type="checkbox"/> FULL PAGE.....(4 $\frac{1}{2}$ x 7 $\frac{1}{4}$ ).....	\$325.....	\$300
<input type="checkbox"/> HALF PAGE ..... (Circle Size) (4 $\frac{1}{2}$ x 3 $\frac{5}{8}$ ) (2 $\frac{1}{8}$ x 7 $\frac{3}{8}$ ) .....	\$200.....	\$190
<input type="checkbox"/> QUARTER PAGE ..... (Circle Size) (4 $\frac{1}{2}$ x 1 $\frac{3}{4}$ ) (2 $\frac{1}{8}$ x 3 $\frac{5}{8}$ ).....	\$120.....	\$110
<input type="checkbox"/> EIGHTH PAGE .....(2 $\frac{1}{8}$ x 1 $\frac{3}{4}$ ).....	\$90.....	\$80

Preferred Classified Index heading(s): 1) \_\_\_\_\_  
(One listing free; 2) \_\_\_\_\_  
\$5.00 charge for each additional listing) 3) \_\_\_\_\_

Total Advertising Cost: \_\_\_\_\_

Name of Advertiser: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Authorized By: \_\_\_\_\_

(Print Name): \_\_\_\_\_

### PLEASE SUBMIT PAYMENT WITH AD RESERVATION.

**PLEASE INDICATE AD COPY INSTRUCTIONS - Email to [joan@fataonline.com](mailto:joan@fataonline.com)**

- ☐ Use Last Year's
- ☐ I Will Send Ad Copy in By: (Date) \_\_\_\_\_
- ☐ Camera-Ready Ad Copy is Enclosed
- ☐ Ad Copy is Enclosed, Please Typeset as Needed
- ☐ Please Call Me to discuss My Ad Copy

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