

2018 Hilltown Business Directory ~ In Print & On-Line

4. Choose a Display Ad Size (if desired):

1/3 page Horizontal Ad -- Business Card Size (4½" W x 2½" H)	\$100
2/3 page Vertical Ad (4½" W x 5" H)	\$175
Full page Ad (4½" W x 7½" H)	\$250

Ad placement: A display ad will be placed near its corresponding listing (if there is one) or within or next to its primary category in the printed Directory. On-line Display Ads will appear with the corresponding listing, and will also appear in rotation on the search pages; exact ad position cannot be guaranteed.

5. Determine Payment:

<p>Basic Business Listing: Business contact information will appear in the 2018 printed directory and on-line at www.hilltowncdc.org and www.hilltowncdc.com for one calendar year. The basic business listing includes:</p> <ul style="list-style-type: none"> • Business contact information • Business description of up to 25 words. • Business listing in one chosen Category, one Town, and in the Index by Business and Contact name. 	\$40	_____
<p>Additional Description Words: You may choose up to 17 additional words (42 words maximum) at \$1 per additional word.</p>	_____ # of words over 25 at \$1 per word	_____
<p>Additional Categories (or Towns): Up to three additional business categories may be added at \$30 per additional category. You may also add additional towns if you have a business presence in more than one town.</p>	_____ # of additional categories (or towns) at \$30 each	_____
<p>Display Ads: Display ad fees are in addition to basic listing fees. You may purchase either one, or both. If you are purchasing a display ad, send electronic artwork on a Mac compatible CD, or by email. Image should be 300 dpi (print quality) tif, eps, or pdf files. Please do not send jpeg files. Ads delivered in non-electronic form can be scanned and resized for an additional Scan Fee (see below).</p>	1/3 page Horizontal: \$100 2/3 page Vertical: \$175 Full Page: \$250	_____
<p>Scan Fee: Ads delivered in non-electronic form, and already sized to fit the ad space, will be scanned at \$15 per scan. For a 1/3 page ad, a business card can be scanned and enlarged for the \$15 scanning fee.</p>	\$15	_____
Total Payment Due:		_____

6. Submit Full Payment with Reservation.

Payment is preferred by check or money order (payable to Hilltown CDC) to avoid credit card processing fees. Payment in full is required with your reservation. After October 1, there will be no refunds. Mail all reservations and payments to: **Hilltown CDC, P.O. Box 17, Chesterfield, MA 01012**

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To pay by credit card: Hilltown CDC accepts MasterCard or Visa. You may mail in your reservation with the credit card information below or fax this form to (413) 296-4020. Please include a signature.

Circle one:

MasterCard

VISA

Name as it appears on credit card: _____

Billing Street Address: _____

Billing City, State and Zip: _____

Credit Card Number: _____

Expiration Date: _____ 3-Digit Code: _____

Billing Address Phone Number: _____

Signature of Card Holder _____ Date _____

***Thank you for listing and advertising in the Hilltown Business Directory.
Hilltown CDC is an equal opportunity provider and employer.***

The **Hilltown Community Development Corporation** is a community-based organization. Our **Economic Development** program helps local businesses of all kinds start and grow and create more local jobs. We provide business consulting, support for local and regional initiatives, and other assistance. And we help you reach more customers with the annual Hilltown Business Directory. Over 600 local businesses have benefited from our services. Call Seth Isman, 413-320-5812 for help for your business or startup. All communications are strictly confidential.

Frequently Asked Questions (FAQs)

What towns qualify as "Hilltowns?"

For a business listing, a location or mailing address must be provided in one of the following towns: Ashfield, Becket, Blandford, Chester, Chesterfield, Cummington, Dalton, Goshen, Haydenville, Hinsdale, Huntington, Middlefield, Montgomery, Peru, Plainfield, Russell, Washington, Westhampton, Williamsburg, Windsor, or Worthington.

I live in the Hilltowns, but my principal place of business is elsewhere. Can I still have a Basic listing?

Yes. You may list your home address as your mailing address and your business address as your location address.

I serve many Hilltown customers, but I do not live or work there. Can I still advertise?

Yes. Businesses with no address in the hilltowns may purchase a Display Ad to reach 14,600 hilltown households.

I have two businesses, may I list them both?

Yes. Please complete a separate form for each business. You may photocopy this form or print one from our website at www.hilltowncdc.org.

My description is too long; may I use more than 25 words?

Yes. You may choose up to 17 additional words (up to 42 words total) at \$1.00 per additional word.

I want my business to appear in more than one category ... or my business category isn't represented.

Your business can be listed in up to three additional business categories (maximum of four) for an additional fee. If your business doesn't fit an existing category, suggest a new one; we add new categories every year.

My business has a physical presence in more than one town. May I be listed in both?

Yes. For an additional fee, your business may be listed in any other town in which it has a presence.

I want a display ad -- do I have to buy a listing, too?

No. Listings and Display Ads are priced separately. You may reserve a Display Ad, or a listing, or both. Your total payment will be based on what you choose.

How can I send you my ad?

Send your display ad by email, or by mail on a Mac compatible CD. Image should be at least 300 dpi (print quality) in a tif, eps, or pdf file. Please do not send jpeg files. Any camera-ready ad on paper (sized to fit ad space) may be scanned and resized for an additional \$15.

Can I send you a business card instead of an ad?

Yes. A 1/3 page ad can be created from a business card for the \$15 scanning fee, if the card has no folds or staples.

Can I choose the category in which my ad will appear?

Yes. Your ad will be in or near your primary category; exact placement cannot be guaranteed. If you are listed in more than one category, the display ad will be in or near the category which is listed first on your reservation form.

How can I pay for my ad?

By check (payable to Hilltown CDC), money order or credit card. Payment is preferred by check or money order to avoid credit card fees. Payment is required in full with your reservation. To pay by credit card, use the form above. Send payment and reservation form to Hilltown CDC, P.O. Box 17, 387 Main Road, Chesterfield, MA 01012.

More Questions? Call Seth Isman at (413) 320-5812 or email seth.isman@gmail.com.

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CURRENT CATEGORIES – you may suggest new ones	
Accommodations/B & Bs	Hardware Stores
Accounting & Bookkeeping	Healthcare
Acupuncture	Healthcare, Alternative & Complementary
Alarm Systems	Home Solutions
Animal & Veterinary Services	Horse Services & Boarding
Appliances	Human Services
Architects & Building Designers	Instruction
Artists & Craftspeople	Interior Design & Decorating
Attorneys	Land Clearing
Auto Body Repair	Land Conservation
Automobiles & Motorcycles	Land Surveying
Banking & Financial Services	Landscape Architecture & Site Work
Bicycle Sales & Service	Landscaping, Plants, Garden Supplies, Tree Services
Builders, Green	Logging, Lumber & Firewood
Building Plans	Mail Order
Building Repair & Restoration	Maple Products
Building Supplies	Masonry & Tile
Building Trades, Other	Massage Therapy & Bodywork
Cabinetry & Furniture	Moving
Carpenters	Music
Childcare Providers & Preschools	Natural Products
Chimney Sweeps	Nature & Cultural Programs
Cleaning Services & Rubbish Removal	Painting & Paperhanging
Commercial Windows, Doors, Entrances, Skylights	Park Creation
Concrete & Foundations	Pharmacies
Consulting, Marketing & Business Services	Photographic & Video Services & Products
Counseling	Plumbing & Heating
Editorial Services	Portable Toilets
Electricians	Property Maintenance & Snow Plowing
Engineers	Real Estate Sales & Rentals
Entertainment	Recreation & Travel
Environmental Services	Renewable Energy
Excavating & Septic	Rentals
Farm Products & Supplies	Restaurants, Caterers, Live Music
Farms & Farm Stands	Sawmill Services
Fitness	Septic System Service
Flooring & Lumber	Sewing
Forestry Work	Special Events & Weddings
Fuel/Oil/Propane	Stonework & Stone Suppliers
Furniture	Tax Preparation Services
General Contractors & Home Improvement	Transformational Retreats
Gift Shops	Water Treatment
Golf	Website Developers
Graphic Designers	Welding Services
Grocery & Convenience Stores	Well/Pump Installation & Repair
Hair Stylists & Beauty Salons	Writing
Handicapped Access	Yoga
Handyman Services	Zen