

Reach NEW Residents Moving to York County

*NOW
1X a Year!*

Official RELOCATION GUIDE for York County



REALTORS® ASSOCIATION
of York & Adams Counties, Inc.

Our Mission:

To be the essential link between the community and new residents

Be SEEN for Less Than 1/2 the Cost!

2011 Advertising Program Changes Include:

- Only 1 ad a year, versus 2 ads a year – same annual exposure
- Annual exposure cost reduction of **53%** plus!
- Ad rate reduction of **25%** plus on a per issue comparison
- **FREE** four color - no more fees of \$400 or \$600 per issue
- 25,000 annual copies will be printed and distributed

County economic vitality greatly depends upon how well the community handles the relocation process. Government agencies, industry associations and top employers use Relocation *link* to attract new residents, businesses and workers throughout the year.

For over 11 years Relocation *link* has been assisting the community in making its best first impression with potential new residents and businesses.

Approximately 14 People Relocate to York County Every Day!



Source: U.S. Census Population Division, 2010 population increase from April 1, 2000 to July 1, 2009

Relocation *link*™



Relocation simplified.™ www.relocationlink.com

Ken Scott – Director of Sales, 717-993-4245
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17 Chantilear Court, Stewartstown, PA 17363

Kim Carl – Publisher/ Operations, 717-993-4240
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York County's Information RELOCATION SOURCE Authority Since 1999



Launched in 1999, Genesis Publishing launched Relocation *link* to address the needs of incoming residents after consultation with our supporting partners. This tool was warmly greeted by local employer human resource departments as a “long overdue tool” for building the community.

On Target Advertising, When TIMING IS EVERYTHING!

New residents spend about 10 times as much on critical goods and services than already established residents. Communicating your message within this very short window can be critical to creating new customers and making larger sales. People need information and services before moving – will you be there? Relocation *link* is the ONE SOURCE before their relocation.

Many other publications focus on residents AFTER they have moved. Once a new resident is settled, it is either too late or far more expensive to get your message across. Anyone in the real estate market knows that timing can be everything!

Relocation *link* is distributed to people both BEFORE and during the moving process to increase your chances of making a lasting first-impression. In addition, Relocation *link* delivers the lowest cost per thousand (CPM) to reach this qualified customer during this transient period.

In addition to the individuals moving to the area, the York County Economic Development Corporation assists with corporate relocation and uses Relocation *link* to attract businesses to the area. You can quickly introduce businesses to your service during through these unique opportunities for exposure.

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A Sales TOOL That WORKS!

"Relocation *link* is a good tool to put in our employee folders when we are interviewing someone from out of the region."

--Cheryl Smyers, HR/Personnel, Stambaugh Ness

"We send lots of recruitment packets out all year long for physicians. ... your publication is all over the country!"

--Mary Thompson, Orthopedic Spine Specialists

"Relocation *link* is great for new hires coming to York with families."

--Mark Oberdick, HR/Personnel P.H. Glatfelter Co.

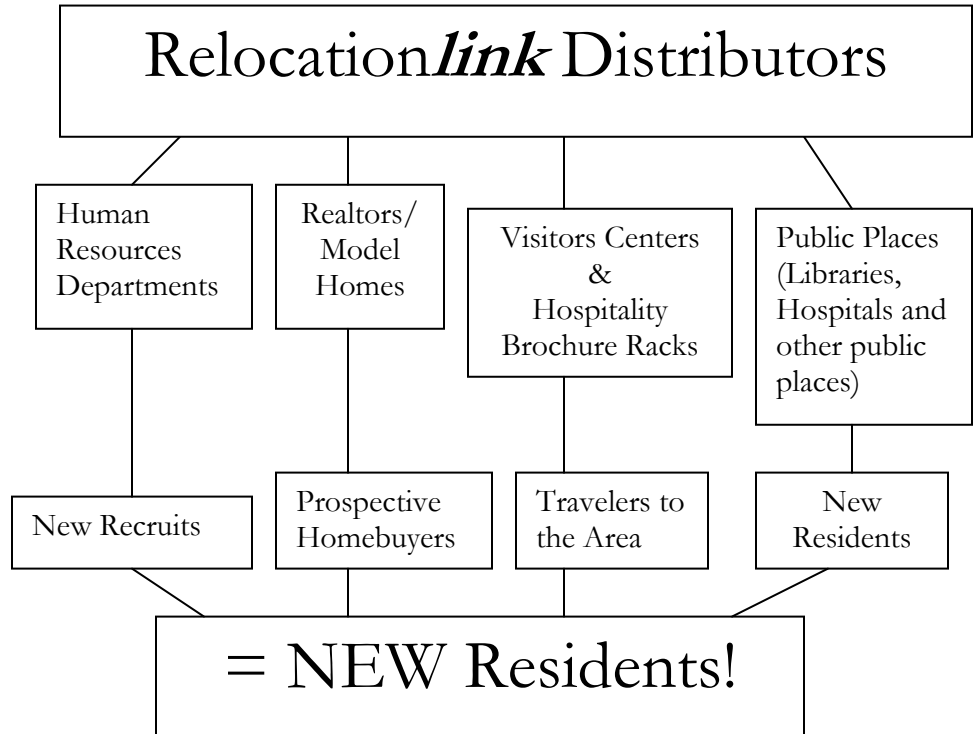
"I've been waiting 20 years for a piece like this."

--Shirley Spangler, HR/Personnel, Graham

"Although our turnover is not too high, I've been looking for something like this. I just relocated myself."

--Barbara Neiman, HR/Personnel, Campbell Operations Flash Cooper Tools

Relocation *link* contains critical information that is useful to people who are on the frontline working in relocation:



"I just met with a guy on Sunday and he had in his hot little hands a Relocation *link*. He said this ad [J.A. Meyers] is what sold him on the house."

Ben Meyers, J. A. Meyers Builders

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Multiple Relocation Frontline POINTS OF CONTACT

Research Begins Online

- At www.relocationlink.com people can receive community information in advance, request the publication and request information from advertisers
- Many community organizations, associations and government agencies link to Relocation *link* as a community resource

Local Community Resource Organizations

- York County Chamber of Commerce relocation packets & racks
- Hanover Chamber of Commerce relocation packets & racks
- York County Economic Development Corporation relocation packets
- City of York Economic Development relocation packets & racks

Large Employers Recruiting New Residents

- 225 of York County's top employers and human resource departments include Relocation *link* in their recruitment packages and/or job fairs
- Local recruiters and temporary staffing organizations
- York County school districts -- HR departments
- York County local colleges & trade schools--career centers
- Military relocation services including BRAC to Aberdeen, MD
- NEW – larger employers within Baltimore County experiencing growth

Transient Locations for Those Interviewing or Passing Through

- York County Visitor Centers (3 locations)
- Over 56 hospitality brochure racks throughout York County
- I-83 State Welcome Center in Shrewsbury – over 250,000 visitors/year
- York County Library System, various hotel guest rooms
- Newsstand Distribution at Border's Bookstore in south-central PA
- HIA and York (Thomasville) Airports

Local Real Estate & Building Professionals and Associations

- Over 25 local real estate offices for agent distribution
- Active area civil engineers & architects
- York County Builders Association
- Local builders through their model homes and apartment communities
- Realtors Association of York & Adams Counties

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Reduced Advertising Rates

Packaged FREE for Advertisers

- Free placement on the Relocation *link* map**
- Free listing under one business category – see current publication for listing categories or contact your representative if an applicable category doesn't current exist for your business
- Automatic enrollment in our **Referral Program**
- www.Relocationlink.com listings in our free Reader Service request form

** Limited number of locations subject to Relocation *link* approval

Website Banner Advertising is available on
www.Relocationlink.com

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kgalasso@relocationlink.com

Display Advertising – Closes JAN 19th, 2011

FREE Four Color! No additional cost for a color (savings of \$400 to \$600)

Your ad will run for 12 months instead of the previous 6!

Savings of more than 50% for an annual ad campaign

Size	Old Rate (1x rate)	Old Rate (Annual Cost)	New Rate (Annual rate)
1/12 page horizontal	\$500	\$800	\$380
1/6 page horizontal	\$900	\$1400	\$665
1/6 page vertical	\$800	\$1300	\$620
1/3 page square	\$1,500	\$2250	\$1,065
1/2 page horizontal	\$2,150	\$3250	\$1,540
2/3 page vertical	\$3,000	\$4500	\$2,140
Full Page	\$4,200	\$6300	\$2,990

Premium Positions

Premium Positions	Old Rate	New Rate
Back Cover	\$5,200	\$3,410
Inside Front Cover	\$4,900	\$3,190
Inside Back Cover	\$4,800	\$3,080

**Advertisers with physical locations will have their location noted on the map at the discretion of the Publisher

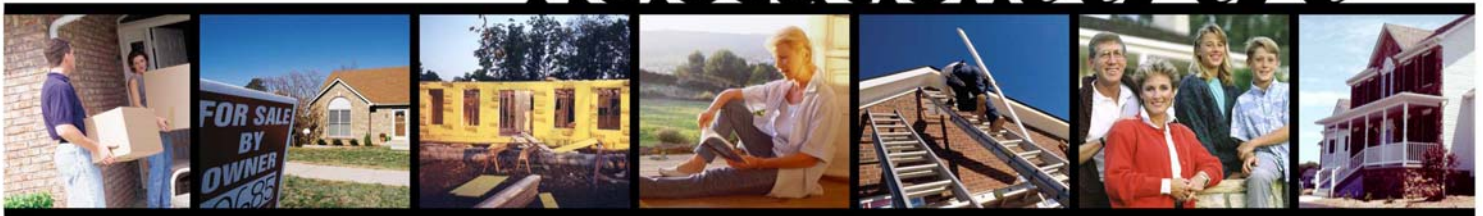
AD MATERIALS MUST BE EMAILED TO BOTH:

'Press ready pdf' artwork is to be emailed to both
Kris@relocationlink.com and Ken@relocationlink.com

WEBSITE ADVERTISING:

Banner Ad Size & Location	(12 months)
Top Horizontal Banner – Home Page	\$450
Top Horizontal Banner – Inside Page	\$300
Preferred RE Agent Highlight	\$300

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Linking NEW Residents with Realtors

Targeted Audience & NEW Buyer Relationships

- Individuals relocating for employment and job-related moves
- BRACC efforts with over flow into York County
- Retirees moving into the area
- Quality of life seekers looking for a lower cost of living and less crime

Benefits for Realtors

- **Access to Buyers** → Develop relationships with new residents prior to making their buying purchase
- **An Affordable Program** → \$300 annual fee billed in two installments, at sign-up and then 6 months later
- **Online Website Exposure** → Exposure on a Preferred Real Estate Agents page
- **Easy** → Submit a high resolution self-portrait picture and fill out brief questionnaire

Website Statistics for www.Relocationlink.com

- 300+ monthly NEW visitors
- 1000+ page views monthly

Relocationlink.com Relocation Simplified®

Home | Economy | Where to Live | Housing | Schools | Services | Townships | Retirement

Welcome
Area Map
Free Magazine
Free Information
Free Relo Service
Become a Distributor
Pre-Qualified Providers
Area RE Agents
Advertiser Resources
Relocation Tips
Copyright Notice

PREFERRED REAL ESTATE AGENTS Specializing in Buyers Representation

When moving to a new area you need a realtor that will take the time to educate and address the concerns you and your family may have. These realtors come to you with the experience, knowledge, and willingness to do what ever it may take to find that perfect home. They are proven professionals specializing in helping new residents work through the windfalls of relocating... Moving to a new area you need more than just average service... You need an agent that is knowledgeable about your geographic area of interest, willing to take the extra time to educate on the local housing industry, and who realizes the value of an educated purchaser. The Relocationlink team has filtered through many real estate professionals to make the following recommendations because of service style, expertise within a given geographic or demographic area, as well as having a focus on buyer's representation, seniors or military specializations.

These Relocation Specialists are here to help you!

Client: Lily 21 Heritage
Amy Kraus, Relocation Director

Toll Free Phone: 1-800-521-2397
Email: amy@century21heritage.com
Specialty: Work with a local real estate office with a relocation focus and be matched to the best agent for what you are looking for.
Geographic Knowledge: All of York County
Web Site: <http://www.century21heritage.com>

Christine Dell, Associate Broker
RE/MAX Quality Service, Inc.

Mobile Phone: 717-546-4042
Toll Free Phone: 1-800-634-0061
Email: christine@remax.com
Specialty: I specialize in new resident relocations
Geographic Knowledge: I live and work in Greater Hanover area and can help you find your ideal western York County home
Web Site: <http://www.ChristineDell.com> <http://www.ChristineDell.com>

Relocation Simplified: Connecting Prospective Residents to Communities of Opportunity.
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