

Become a Preferred REFERRAL PARTNER **2 Issues / Year** of our Expanding Relocation *link* Service

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

Get Direct Leads When... Consumers NEED YOUR SERVICES

Imagine... getting a profile on an incoming resident, getting specific information on their needs and just at the right time when they are in need of your specific service.

Government agencies, industry associations and top employers use Relocation *link* to attract new residents, businesses and workers throughout the year. The sole purpose of Relocation *link* is to assist the community in making its best first impression with potential new residents and businesses.

Relocation *link* is just not a relocation guide but a full service relocation service for new residents thinking of moving to York County. Through individual consultation and custom designed technology, leads will be provided to prequalified and interested referral partner vendors. This free service to consumers will be provided throughout their process of relocating and acclimating into the community, whether it takes 3 months or 12 months.

Want to learn more? Give Genesis Publishing a call today!



Approximately 4.7 people relocate to York County every day!

Source: U.S. Census Population Division, 2000

Relocation *link*™



Relocation simplified.™ www.relocationlink.com

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York County's Information RELOCATION SOURCE

Authority Since 1999

10th

Anniversary!



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 York County, companies on the move are in the middle of a growth period. The York County Economic Development Corporation assists with corporate relocation and uses Relocation *link* to attract businesses to the area. You can attract businesses to your service during this time of growth and transition.

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.

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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.

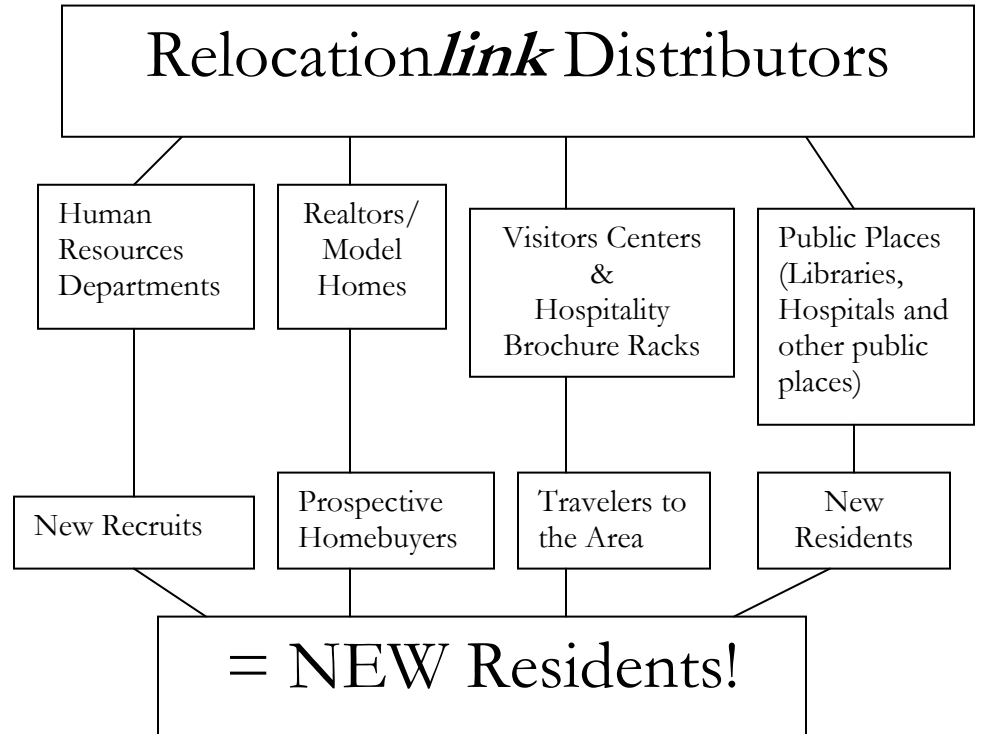
"I've been waiting 20 years for a piece like this."

--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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Advertising Rate Card

Packaged FREE for Advertisers*

- Exposure within publication – ad, map and multiple listings if applicable
- Exposure online (online listing(s) [NEW])
- Online map exposure which will be posted online [NEW]
- Automatic enrollment in our **Preferred Referral Program** free of charge
- Exposure opportunities (shared table/literature) at the orientation meetings
- HOST an orientation meeting for greater exposure to your business or facility
- Distribution of material (weight limit) with the initial fulfillment
- Reader service leads
- *Business card advertisers don't get a map location, online info, and become a secondary referral partner

CONTACT INFORMATION:

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Display Advertising – Closes JAN 20th, 2010

Add \$400 for four-color per ad, per issue, two-color is not available.
 2x commitments can take 25% off the color rate per issue (\$300/issue).

Size	Dimensions	1x Rate	2x Rate
1/12 page horizontal	2 1/4" w x 2 3/8" h	\$ 500	\$ 400
1/6 page horizontal	4 5/8" w x 2 1/4" h	\$ 900	\$ 700
1/6 page vertical	2 1/4" w x 4 5/8" h	\$ 800	\$ 650
1/3 page square	4 5/8" w x 4 5/8" h	\$ 1500	\$ 1125
1/2 page horizontal	7" w x 4 5/8" h	\$ 2150	\$ 1625
2/3 page vertical	4 5/8" w x 9 1/2" h	\$ 3000	\$ 2250
Full Page	7" w x 9 1/2" h	\$ 4200	\$ 3150

All rates are quoted in black/white. Color is additional

***Business Card Ad** 3.5" w x 2" h \$250

*All business card ads are exact scans of business card with no production costs/design work included.

Premium Positions	1X/4 color	2X/4 color
Back Cover	\$ 5200	\$3900
Inside Front Cover	\$ 4900	\$3675
Inside Back Cover	\$ 4800	\$3600
Live: 7 1/2" w x 10 1/8" h	Trim: 8" x 10 5/8"	Bleed: 8 1/4" x 10 7/8"

15% premium charge for other guaranteed positions

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

AD MATERIALS MUST BE SENT TO:

Genesis Publishing, Attn: Production Department/Relocationlink
 17 Chantleir Court, Stewartstown, PA 17363

TRAFFIC AND ARTWORK QUESTIONS: To participate, you must submit an advertising space agreement form, a listing form and denote your location on the map. All forms and 'press ready pdf' artwork are to be emailed to your account representative in addition to Kris Galasso.

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Listing Form

Listing participation within Relocation *link* is subject to Publisher approval and the industry in which your business falls within.

Service Industry (limited to 3 words and subject to editing by Publisher):

Business Name: _____

Street Address: _____

Website Address: _____ Township: _____

City: _____ Phone: _____-_____-_____

ALL LISTING FORMS MUST ACCOMPANY A CHECK OR CREDIT CARD PAYMENT

Please enclose \$100 or \$150 [if committing to both issues per year] for each listing. Check must be made payable to Genesis Publishing. **Advertisers receive one free listing per advertisement per issue.**

Please select one:

- Check enclosed - Check # _____ Amt. \$ _____
- Faxed listing form - check in the mail - Check # _____ Amt. \$ _____
- Display Advertiser ONLY

Participant's Authorized Signature: _____

Participant's Name: _____ Date: _____

This listing requires payment before processing. Listings not paid by closing date are subject to space forfeit.

Name of Cardholder: _____

Billing address for CC: _____

City: _____ State: _____ Zip: _____

CC Type: Visa MasterCard AMEX Discover

CC No.: _____

Exp. Date: _____ Card Security Code**: _____ Amount to Charge: _____

Signature: _____ Date: _____



**If you are using a Visa or MasterCard, provide the 3-digit CVV. This is the non-embossed number printed on the signature panel on the back of the card immediately following the Visa or MC card account number.



**If your credit card is an American Express card provide the 4-digit CID. This is the 4 digit, non-embossed number printed above your account number on the face of your card.

