



Do you really want be advertising next to a plumbing company?

I don't think so!

You want customers that are looking for a great place to eat in Chico!

I think that the Yellow Pages really knew what they were doing when they first put the book together. They placed every company into different categories to make life easy for the consumer (Your Customer). This way of doing things will bring in more business.

Everybody can use more business!

Did you know that there are local services that charge \$100 a month for a small 2 inch online ad? And the design of the ad has an additional cost! I found that to be outrageous and decided to do something about it.

Hi, my name is Connie Casparie and I am the owner of *The Creative Nerd*. I am a new business, but not new to Chico. I love the people and atmosphere of Chico and have made it my home for over 17 years.

I have been working in the computers & graphic design field for over 25 years. Also since 1998 I have been volunteering my design skills for *Shakespeare in the Park*. (I told you I love Chico!) This January I finally decided to create my own company, *The Creative Nerd*.

Another one of my passions is food. I love to cook and adore going out to eat! There are so many great restaurants to choose from in Chico, but, sometimes it is hard to decide where to go.

Every business needs an online presence.

It is how people find things in today's world. I mean, even the Yellow Pages are online now. So, I have decided to combine my passions: Chico, Design & Food and created a website www.ChicosBestRestaurants.com!

What I want to do is invite you to join ChicosBestRestaurants.com and increase your business. When you join you will receive:

Value \$180 -- Category Listing with contact info (logo, name, address, phone, fax, website)

Value \$300 -- Online Menu to be updated monthly (must have changes in by 25th, will go online on the 1st)

Value \$600 -- Online Coupon updated weekly (must have changes in by Wednesday, will go online on Friday)

Value \$500 -- Local advertising using: local events, radio & print

Value \$200 -- Local cross promotion

Value \$300 -- Internet/online marketing

Value \$300 -- Professional designed coupon weekly

Value \$120 -- Web hosting for Client's Restaurant Page

Value \$300 -- Professional web page design with Client's logo, contact info & menu

Value \$120 -- Email coupons, specials and discounts (emailed to customers weekly)

Total Value: \$2,920 yearly

I will personally and professionally design a restaurant page for you that will include your logo, contact information and online menu, plus a coupon page that customers can download and print.

You will also be given a cards with a stand for customers to fill out their name and email that you place in your restaurant. I will collect the cards each week from each member restaurant that joins Chico's Best Restaurants; pool the names and send out email specials and discounts weekly. To see a sample card visit www.ChicosBestRestaurants.com/sample-card.pdf.

Choose as many categories as you would like:

- Breakfast, •Lunch, •Dinner, •American, •Asian, •Burgers, •Cafes, •Deli, •Diners, •Italian, •Mexican, •Pizza, •Seafood, •Steak Houses, •Vegetarian, •write in your own

Choose Your Advertising Plan:

First payment is due upon signing the Advertising Contract and will be billed according to the choice of Advertising Billing Plans.

- Monthly startup package \$50 for the 1st month & \$75 per month after (\$875 1st year)
- Quarterly startup package \$150 for 1st quarter & \$200 per quarter after (\$750 1st year, saving \$125)
- Yearly startup package \$400 for 1st year & \$500 per year after (\$400 1st year, saving \$475)

More great things about ChicoBestRestaurants.com:

- It is a service to local Chico inhabitants and business owners. This service would allow all people who are capable of Internet access to browse what local Chico restaurants have to offer.
- Your phone orders would increase if you have an online menu. This way your customer could see what they want ahead of time thus saving valuable phone time on taking orders.
- Operated by a local Chicoan.
- You can use your own web page in all your advertising; just include www.ChicosBestRestaurants.com/YOUR-RESTAURANT in any ad you want.
- You have all the conveniences and benefits of being online and none of the hassles of designing, maintenance or updating the website.
- You choose the billing plan that is best for you.
- You choose as many categories that you want to be listed in, if I don't have a category, just let me know and I will add it.
- The Creative Nerd is a valued member of www.Honesteonline.com (this is kind of like an online BBB).
- There is a No Risk Guarantee, if The Creative Nerd doesn't deliver as promised you get a full refund.

All that is left now is for you to fill out the Advertising Contract that you were given or you can download it at www.ChicosBestRestaurants.com/ad-contract.pdf.

I wish to thank you for your time and consideration. If you have any questions please call me on my cell phone at 530-588-3157 or email me at sales@ChicosBestRestaurants.com.