



## WHY ADVERTISE IN THE 2008 – 2009 ROTARY PHONE BOOK

- ❖ Now, more than ever, people want to do business close to home. This is where you reach them. (cost of fuel and economic conditions are contributing to this)
- ❖ This is your local phone book. It is a fact that this is the resource used more than any other for local phone numbers
- ❖ Not only do you benefit from this advertising, so does your community
- ❖ Since its inception, over \$500,000 has been donated to local charities from the proceeds of the Rotary Phone Book
- ❖ 100% of the proceeds from this project are given back to the community
- ❖ Major beneficiaries of the proceeds include: ALS, Kent Hospital, East Greenwich High School, East Greenwich Fire Department, American Red Cross, Boy Scouts of America, Girl Scout and YMCA camperships, Rotary Emergency Assistance, and many many more!

## FACT'S ABOUT THE ROTARY PHONE BOOK

- ❖ Distribution over                    16,000
- ❖ 2007 advertisers                    300
- ❖ Net Proceeds                        \$ 46,000
- ❖ The New Neighbors Association provides the East Greenwich Rotary phone Book to all new all new residents
- ❖ The East Greenwich Chamber of Commerce provides the East Greenwich Phone Book to all new businesses