



Increase Your Holiday Presence

by advertising in *The Monthly's*
December | Gift Guide Issue

The Monthly offers the best local reach, in both quantity and quality all year round, and this issue is most actively used by upscale readers searching for gift ideas. (Call for Local Display Ad Rates.) Here's what we offer to all December display advertisers for extra added attractions and to appear in the center pull-out **Gift Guide** section. Each is optional:

- 1. 100-word Gift Guide Editorial for \$250.** (Written by the advertiser in third person, edited by *The Monthly*, this is available to purchase by any display advertiser appearing in the December issue).
- 2. Premium Gift Guide Ad Placement in Full Color for \$350.** (This color charge is added to standard b&w ad rate. All ads placed in the Gift Guide must be full color ads, 6 column inches or larger.)

Business name _____
 Address _____
 City _____ Phone _____
 Web site _____
 Hours _____
 Owner or Manager (specify) _____

PROFILE EXAMPLE:

Personal Pizazz

3048 Claremont Avenue
 (near Prince Street)
 Berkeley • (510) 420-0704
 Tues-Sat 11am-6pm
 Sun noon-5pm
 personalpizazz.biz
 Owner: Laura Leventer

This charming Elmwood boutique with Parisian panache recently moved around the corner from Prince street to Claremont avenue. The owner is delighted to be your personal shopper or let you browse at your leisure. Perfect presents are available in a range of prices, including handsome ties and cufflinks; fabulous jewelry; fashionable hair accessories; luscious silk, velvet, wool, or cashmere scarves; jazzy handbags; sumptuous cashmere sweaters; and sexy camisoles. Men and women can find heavenly holiday event clothing, warm sweaters and coats, classic separates with pizazz, and staples from jeans to tees. Visit the website for more details.
Please see display ad on page xx.

Please use this form as a guide in writing your profile in 100 words or less. Follow the format of the example at right—the description should be written in the third person. The page number where the advertiser's display ad is located will be referred to at the end of the write-up. We would prefer that you e-mail this to giftguide@themonthly.com. If that is not possible, then please type your editorial or handwrite neatly on the back of this sheet or on a separate page, and mail or fax it to us. If you've advertised in our Gift Guide before, we would be happy to e-mail, fax, or mail your previous editorial profile for you to update and return.

Space Reservation Deadline: Wednesday, November 2
Advertiser's Profile Form Deadline: Monday, November 7

THE MONTHLY