**Canton Continues 2021**

COVID Assistance Marketing Opportunity



The Canton Downtown Development Authority is here to help our merchants.  New Moon Visions, the marketing firm on behalf of the Canton DDA and ShopCanton is introducing a COVID assistance special one-time offer extended to ALL walk-in businesses located in Canton Township to be included in the ‘Canton Continues 2021’ Digital Flip Book to create awareness for all the great ways to shop, dine and play in Canton Township.

**We want to help make your business top of mind. Here’s how.**

**You will receive 3 things:**
• **1 FREE ½ page ad** in the ‘Canton Continues 2021’ Digital Flip Book with links to your

website, phone, blog & mobile app coupon
 (select 1 of the 4 ad design options – see sample mock-up ads attached)

• *Optional in addition to Flip Book ad-* **1 FREE coupon** in the ShopCanton Guide mobile app
 (coupon offers exp. May 1st, 2022)

• **1 FREE blog** on the ShopCanton.org website

We will be promoting the Flip Book ads & blogs extensively to Canton and surrounding communities online. This will help increase the number of people seeing your ad and info about your business.

Please note- If you choose to include a coupon on the app, you will need to educate your staff of the offers you are running. The app is extremely easy for customers to use. They simply push the button to redeem offer.

If you are interested in this FREE marketing opportunity, please reply to this email and complete the following questions with your information. Please include the best way to reach you for any questions we might have. ie, business phone/cell phone/email.

**This is a limited time offer.
Please respond by Friday, April 16, 2021 and fill out form completely.
And please remember to Email us your logo in vector eps format
and a high-quality photo to** **info@newmoonvisions.net**

**FREE Flip Book Ad Info:**

1. Business Name

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2. Business Address

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3. Business Phone

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4. Web Address

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5. Flip Book Ad Layout Style Selection (Circle one)

A. Testimonial (limit 76 characters) and/or link to coupon on block color background
B. Professional portrait photo; tagline/quote/blurb (limit 76 characters)

C. Stock photo (clean-no text)
D. Bold headline (limit 10-20 characters) and/or link to coupon on texture/tone-on-tone background

6. Flip Book Ad Text (see above for character limit)

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**FREE Mobile App Coupon Info:**(Optional– if you don’t want a coupon, please skip to question 9.)

7. Coupon Offer (limit 40 characters)

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8. Coupon Description & Disclaimer

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(Please note: all mobile app coupons to include- Not to be combined with any other offer.
Limit 1 per customer. Exp. 5-1-22)

**FREE Blog Info:**(Blog article will be approx. 200 words)

9. How long have you been in business?

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10. Why did you choose Canton?

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11. What’s your full name & position at the business and what life experience led you to your career path?

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12. What’s your most popular item?

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13. What’s new or something surprising you offer, that people might not know about?

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14. What makes your business stand out from the rest? Has your business won any awards?

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15. How do people find you? Is there a landmark nearby?

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16. Is there anything else you’d like to include in the article about your business?

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**Please include the best way for New Moon Visions/ShopCanton rep to reach**

**me with questions re. this marketing initiative. It will not appear on the ad(s)**

Contact Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cell Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Direct email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Info for tagging your business on Social Media:**
Facebook & Instagram URL
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