



# Tucson Coffee News®

News to enjoy over Coffee

Serving Local Communities Since 1988

If You Want Your Ad to Get the Most Views, Advertise in the Coffee News®!

\* Published with permission by Coffee News® Tucson

Visit:  
[CoffeeNewsTucson.com](http://CoffeeNewsTucson.com)

## Why Offer **Coffee News**<sup>®</sup> in Your Business?

- ☞ Serving local communities since 1988.
- ☞ “Name recognition!” **Coffee News**<sup>®</sup> is the largest restaurant distributed publication in the world. With 1100+ franchise owners in 17 countries, **Coffee News**<sup>®</sup> is read by over 8 million readers a week!
- ☞ **Coffee News**<sup>®</sup> provides light-hearted information and entertainment for your customers as they wait for their food, friends or service.
- ☞ It satisfies a need of single customers looking for something to do to avoid the awkwardness of “staring into space.”
- ☞ **Coffee News**<sup>®</sup> provides talking points for customers who might be shy. There is always a variety of items to get the conversation started.
- ☞ **Coffee News**<sup>®</sup> has already built loyal readership for customers who...
  - Enter our monthly contest...
  - Check the weekly horoscopes...
  - Test their knowledge with trivia...
  - Are tired of only hearing bad news!
- ☞ The “Shop Local” campaign is our #1 priority, supporting locally owned mom and pop shops!
- ☞ Popular with people of all ages, **Coffee News**<sup>®</sup> is sure to put a smile on their face!
- ☞ It’s short and sweet...an average 8-minute read...so that tables can be turned.
- ☞ The special stands take up minimal space and most customers either take their copy with them or return them to the rack, so there is no additional mess.
- ☞ As a courtesy to our distribution partners, **Coffee News**<sup>®</sup> does not accept advertising from restaurants, hotels or coffee shops, so you will never find your competitor inside your establishment.
- ☞ And the best reason...**IT’S FREE!** The service includes the stand and delivery of as many copies of **Coffee News**<sup>®</sup> as you need each week.





Fresh Weekly!

Repetition builds recognition!

T.O.M.A. – Top Of Mind Awareness!

Available 24/7/365...  
no need to pick days, times or stations!

*Coffee News*® has used the same proven  
17-attraction techniques for 28 years!

The *Coffee News*® Contest...  
engaging the reader to focus attention on the ads!

Our readers have disposable income...  
they are mobile...they dine out...and they are smiling!

Why Advertise in *Coffee News*®?

*Like coffee, it compliments a meal!*

#1 comment that customers say...  
I see that paper everywhere!

It's all positive!

Targets a mature audience...  
reaches the people who are your customers.

Category exclusivity...  
locks out the competition!

*Coffee News*® is in hundreds of locations,  
we saturate the market!

\* **Active versus passive advertising.** Nobody runs over *Coffee News*® sitting in their driveway or immediately throws it in the recycle bin as junk mail. Customers actually pick one up, read it and take it home! Food for thought...

# Coffee News® Contest



## Find Little Joe

Our reader's contest is an attention magnet! We hide the **Coffee News® Man** in one of our advertiser's ads. Readers can win valuable prizes! It's one of the most fun and talked about features among both our readers and advertisers. A great benefit to our advertisers.

"Find the **Coffee News® Man**" contest generates hundreds of entries each month. Readers must read...reread and reread ads to find the **Coffee News® Man**.

"This was a tough one. I spent at least 45 minutes looking for the little man." (actual reader comment)

**TO ENTER:** Go to [www.CoffeeNewsTucson.com](http://www.CoffeeNewsTucson.com) and go to the contest tab.  
(One winner drawn monthly. One entry per person, per month.)





**Coffee News®**  
Testimonials

“Neat paper...really enjoy it.”

“I use **Coffee News®** as my phone book, great advertisers!”

“You come up with some great stories.”

“I thoroughly enjoy reading **Coffee News®**.”

“**Coffee News®** is a fun little paper.”

“I am a frequent visitor to the city. I love **Coffee News®**.”

“I see that paper everywhere!”

“I’d be lost if I didn’t have **Coffee News®** to read every week.”

“Where else can you just get positive news and stories? Love **Coffee News®!**”

“I really get a kick out of the **Coffee News®**.”

“Absolutely love the ‘Shop Local’ campaign.”

“Every Sunday morning my husband and I go to breakfast. We each grab a **Coffee News®** and while waiting, we try to see who can find the little hidden man first, then we read the rest of the paper.”

What **Coffee News**<sup>®</sup>  
edition targets your customers best?

OUR 4 EDITIONS

-  Central
-  Downtown/University of AZ
-  East - DMAFB
-  Northwest

**4 Tucson Editions**  
(Reaching over 20,000 people per week)



## Rates\*

Central .....	\$35-40
Downtown/Univ. of AZ .....	\$35-40
East - DMAFB .....	\$35-40
Northwest .....	\$35-40

**\*Pricing is per week**

**\*17-week minimum  
commitment**

**\*One-time ad design  
charge of \$38**

**\*Add rate increases for  
new advertisers on  
January 1, 2018**

# Key Client Program Levels

## Gold

Place ad in all 4 editions.  
\*Cost is \$20-25.

## Silver

Place ad in any 3 editions.  
\*Cost is \$25-30.

## Bronze

Place ad in any 2 editions.  
\*Cost is \$30-35.

## Copper

Place ad in any 1 edition.  
\*Cost is \$35-40.

\*Some restrictions apply

## Meet the Publishers



**Dale & Barbara Hulvey**

## Welcome to Coffee News!

Your proud new Publishers of **Coffee News**® of Tucson is Dale and Barbara Hulvey. **Coffee News**® of Tucson has been published admirably since 2009. We are not new to the business world and have multiple businesses we operate in the Tucson area. We consider Tucson "Our Town" and have no plans of ever relocating outside of our city. This means you can expect to see **Coffee News**® published by us for many years to come.

We now bring our vast business experience to the publishing and marketing world here in Tucson. Dale is a native of Tucson and Barbara relocated from Pennsylvania in 1999. We have a true passion for all small- to medium-sized business

owners in Tucson and surrounding communities and strongly believe in the shop local campaign. Helping small businesses grow through effective and affordable advertising using a consultative and integrated approach with integrity is OUR goal. Currently we have 4 editions in the Tucson area. Our friends, Robert and Rebecca Kastelic, have 2 editions in the White Mountain area and are expanding. Our friend Leanne Herriman has 3 editions in the Oro Valley, Marana and Green Valley area.

Please contact us today to be added as a distribution location or for a conversation about an advertisement in **Coffee News**®. We can also put you in contact with other **Coffee News**® Publishers. Your ad would be exclusive (one advertiser per business category – lock out the competition). Affordable, Local and Fun!

Yours truly, Dale & Barbara Hulvey, Publishers



Please Shop Local and  
Support Small Businesses,  
It Truly Does Matter!

# Coffee News®



#1 in the Advertising Services  
Category 15 Years in a row!

Contact:

**Coffee News® Tucson**

**Dale & Barbara Hulvey**  
**520.207.9100**

[office.coffeenewstucson@gmail.com](mailto:office.coffeenewstucson@gmail.com)

[www.CoffeeNewsTucson.com](http://www.CoffeeNewsTucson.com)

Follow Us!

Coffee News Tucson

