

# Daily Star-Journal

## Advertorial Questionnaire

Advertisers running a ¼-page, ½-page or full-page ad in the 2019 “Warrensburg, Home of Man’s Best Friend — Come. Sit. Play.” tourism guide can receive an advertorial article as part of their advertising package.

- ¼-page ad — 150-word write-up with advertiser logo
  - ½-page ad — 200-word write-up with 1 photo
  - full-page ad — 300-word write-up with 2 photos

Provide your own advertorial copy or fill out this form to have one written.

**Deadline: Friday, Sept. 23, 2019**

### **Business details**

Name of Business \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Business Phone \_\_\_\_\_ Year Established \_\_\_\_\_

Website \_\_\_\_\_ Number of Employees \_\_\_\_\_

Business Hours \_\_\_\_\_

Business Owner (First and Last Names) \_\_\_\_\_

### **Contact information** *(in case additional information is needed; will not be published)*

First and Last Name of Contact \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_

**Tell us more about your business**

**What products or services does your business offer?**

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**What product or service in particular is your business known for?**

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**What sets your business apart from competitors in the area?**

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**Describe any new products or services offered by your business starting in the past year.**

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**Describe any expansion plans for the coming year.**

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**Describe how your business or employees contribute to the community.** *(Service projects, scholarships, etc.)*

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**Describe your customer service philosophy – what can customers expect from your business.**

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**Describe any unique aspects of your location/building you would like to highlight.**

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Questions? Call your Daily Star-Journal advertising consultant or Advertising Director Honi Brown at (660) 747-8123.

The Daily Star-Journal reserves the right to edit and format all information submitted. Email completed questionnaire, logos and photos to your advertising consultant or [honi.brown@dsjnow.com](mailto:honi.brown@dsjnow.com).

Completed questionnaire may be faxed to (660) 747-8741.