

Experience Osterville 2020:

The best way to reach buyers ready to spend

Experience Osterville is a professionally produced Village guide published each spring by the award-winning Osterville Village Library. This sought-after guide is distributed both on line and in hard copy to the wealthiest population in the Mid-Cape area.



Why should your business consider placing an advertisement?

- **Osterville residents and second homeowners live in the most expensive homes in the Mid-Cape area—and they like to keep them looking pristine.** Landscaping, painting, construction, appliances, electronics, security and pool services are all activity sought by our homeowners.
- **Osterville residents, second homeowners and visitors love their cars.** They love to buy them while they're relaxing. Remember, this is a Village where the Library raffles off a high-end vehicle every summer. Can you help them with their automobile purchases and maintenance?
- **Osterville residents, second homeowners and visitors like to eat out.** They're always looking for new restaurants, bakeries and markets. Let them know you want their business.
- **Osterville residents, second homeowners and visitors love their boats.** Those gleaming hulls need to be kept clean, repaired, and even replaced. Let them know you're there to help.
- **Osterville residents, second homeowners and visitors love their recreation.** These are primarily homes for relaxation and rejuvenation, so let them! You can help with paddleboards, kayaks, bikes, other outdoor recreation and events.
- **Osterville residents, second homeowners and visitors are culturally aware.** They're always looking for books, movies, museums and history. How can you help them find more cultural opportunities?
- **Osterville residents and second homeowners have guests.** These guests need hotel rooms, meals, gifts and recreation. We're sure you'd like to help their guests as well.
- **Osterville residents, second homeowners and visitors have financial resources that they need to protect.** Financial advice, insurance, legal advice and banking are just a few of the services they consume.

Experience Osterville is designed to remain on the kitchen counters of Osterville residents. It offers a complete calendar of Village events and topical articles and is an invaluable guide to Village life. The new Service Directory launched in 2018, a \$150 value, lists our advertisers by type of business or service. This has proven to be an effective way to reach the motivated buyers who are actively looking for your products or services. Business listings are complimentary for all advertisers.

Contact us now to reserve your space and get prime placement in the 2020 edition of Experience Osterville. This is our seventh year and our distribution reach keeps expanding. Our account executive Rona is ready to write your order today. Contact her at sales@experienceosterville.com or 617.548.3019 for more information and to reserve your space.

Sincerely,

Cyndy Cotton
Executive Director, Osterville Village Library

"I was pleased to have a reliable reference to service providers and food establishments. I will look forward to using the directory during my next visit!"

— Barbara Ward, Vacationer
Littleton, MA



Experience
Osterville!

M A S S A C H U S E T T S

YOUR YEAR-ROUND VILLAGE GUIDE

2020



ExperienceOsterville.com

Experience Osterville 2020

A unique, effective marketing opportunity



Experience Osterville 2020 is an effective and economical advertising vehicle for Cape Cod businesses targeting an audience exceeding 30,000, including Osterville's highly desirable 3,600+ year-round and seasonal homeowners, local Chambers of Commerce, and guests at nearby hotels, inns and B&Bs. Your advertising dollar goes far with Experience Osterville.

In addition to the growing popularity of the on-line version of the book, **Experience Osterville** is distributed not only by village retail, hospitality, real estate and other service businesses and non-profits, but at private clubs like the Wianno Club, and regional hotels from Falmouth to Chatham. It has even become a popular gift item for Osterville's brides and grooms to provide for their guests. And, **ExperienceOsterville.com** is growing in popularity for our readers everywhere, with nearly 15,000 views this past year. Its calendar, articles and advertisements are always available on line, and travel along on mobile devices.

The book, now in its 8th year, contains informative articles and information about Osterville events planned from May 2020 through early spring 2021. The new Service Directory launched in 2018, a \$150 value, lists our advertisers by type of business or service. Listings are complimentary for all advertisers.

Experience Osterville has proven to be an effective way to reach the motivated buyers who are actively looking for your products or services. As an attractive and useful resource, each copy becomes a keepsake with an extended shelf life and reach. Don't miss out on this unique, cost-effective advertising opportunity to target this highly desirable demographic.

"I have enjoyed advertising in this book from its start. I feel that it is geared directly to my target market. It showcases not only what I offer, but what the village has to offer."

— JAMES COTÉ, OWNER
OSTERVILLE HOUSE & GARDEN

