

2010 Greater Burlington Partnership Community Guide

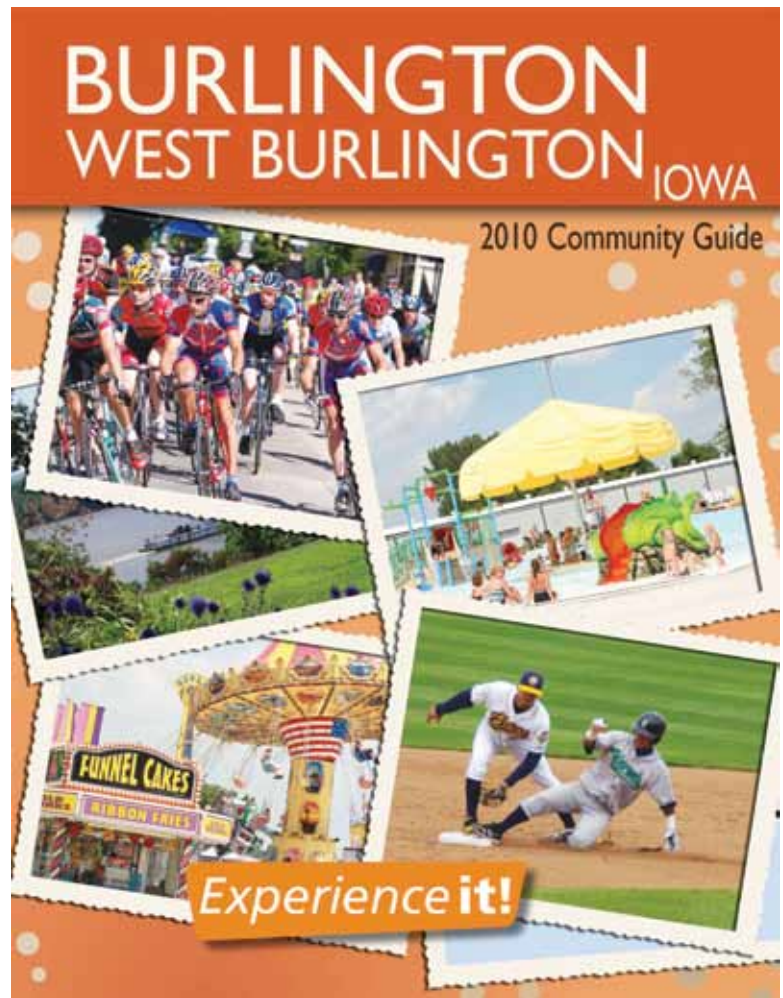
The 2010 Greater Burlington Partnership Community Guide is now available. The guide is an 80-page full color brochure that highlights attractions, annual events, shopping, dining, lodging, parks and recreation, arts, culture and history, business and industry, housing, education, and healthcare.

This is the third year that the Greater Burlington Partnership has published this multi-purpose guide. A total of 50,000 guides have been printed and will be distributed. Day-to-day distribution of the guide will take place in local hotels/motels/bed & breakfasts, attractions, local businesses, hospital and education facilities, and Iowa Welcome Centers. In addition to local distribution, a professional distribution company, CTM Displays, has been contracted to distribute the guide. The guide will be placed along Interstate 80 in Iowa, Interstates 80 and 88 in Illinois, as well as in the Des Moines and Quad Cities metro areas.

The Community Guide is also sent to visitor leads that are generated through the different forms of advertising that the Greater Burlington Partnership participates in. The Partnership places advertising in publications such as Midwest Living, AAA Living, Ladies Home Journal, Better Homes and Gardens, Iowa metro area newspapers, and Iowa Travel Guide to name a few. The Partnership also does television, billboard, and web-based advertising.

A new interactive electronic version of the publication will be available via the Greater Burlington Partnership website, www.growburlington.com later this month. An electronic guide makes information available to its users in just a few seconds, versus waiting for information to arrive in the mail.

The 2010 Community Guide is a top notch publication that the community should be proud of. Please contact the Greater Burlington Partnership at 319-752-6365 for your free copy today!



Greater Burlington
Experience it!