



JULY 2021

DID YOU KNOW BVM OFFERS CLIENTS A NEW REFERRAL UPGRADE PROGRAM?

Get your
FREE
one-month
upgrade!
Contact your
Publisher or
Representative
TODAY!

When your referral becomes our sponsor, a free ad size upgrade will be BVM's "thank you" to you.

FACT: Local business owners help other local business owners succeed!



Do you know other business owners who are growing and could benefit from hearing about the BVM opportunity to connect with the local community? Introduce us!

When a consumer comes via a referral, it comes with the confidence of the established client.¹ Your trust means everything to us here at Best Version Media (BVM), and your recommendation of us to other local businesses is our highest compliment.

BVM is thrilled to announce an exciting new opportunity: the Referral Upgrade Program. We want to offer you, our valued clients, the opportunity to partner with BVM even further in our mission of Bringing People Together. Starting May 14, 2021, we're giving BVM clients an added incentive to refer other local businesses (just like you) to your BVM magazine Publisher or Representative.

Under this program, as an established client, when you provide your local BVM Publisher or Representative with a referral that becomes a new client, you will receive a free upgrade on your ad size for one month. For example, if your company normally runs a 1/8-page ad, you will be upgraded to a 1/4-page ad for one month. If you usually submit a half-page ad, you'll be upgraded to a full-page ad!

Upon qualifying for the upgrade, the referring client will work directly with their BVM Publisher or Representative to decide which magazine edition will include the upgraded ad.

Take advantage of the Referral Upgrade program today by introducing your BVM Publisher or Representative to another local business owner!

CURRENT AD SIZE	REFERRAL UPGRADE SIZE
1/8	1/4
1/4	1/3
1/3	1/2
1/2	Full
Full	2-Page Spread



The Referral Upgrade Program is for print ads only. It does not include digital ads.

BVM reserves the right to change the parameters of or discontinue the Referral Upgrade Program at any time.

¹ Edinger, Scott. "What an effective client-referral strategy looks like." *Harvard Business Review*. 15 March 2021