

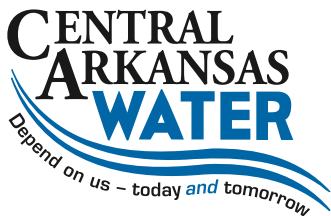
INCREASE YOUR BUSINESS – and help needy families, too!

Through the *Help to Others (H₂O) Customer Assistance Fund Coupon Advertising Program*, you can reach 115,000 households and businesses in the Little Rock-North Little Rock metropolitan area at less than the cost of direct mail!

Each year, Central Arkansas Water (CAW) and other Utility Billing Services (UBS) partners receive hundreds of requests for assistance from families facing financial difficulty and needing aid in paying their monthly water and sewer bills. No state, federal, or consistent community funding is available for such assistance.

The *Help to Others (H₂O) Customer Assistance Fund* program is a great opportunity for you to reach customers through coupon advertising inserts in the monthly billing statements of CAW and the UBS partners. Proceeds from the sale of the coupon advertising go toward a special fund to aid those financially-stressed customers.

Be a *Help to Others* partner and add to your bottom line with an *H₂O Ad*. **Don't miss this advertising opportunity. Contact Becky Heflin, Project Manager, at 501.821.9900 or becky@heathcott.com.**



221 East Capitol Avenue
Little Rock, AR 72203
Customer Service Center
501.372.5161
www.carkw.com

INCREASE YOUR CUSTOMER TRAFFIC!

Coupon Ad Size

**2.25" x 3.75"
4-Color**

**\$1,782
per Coupon***

**(\$15.50 per Thousand)
*3x insertion rate**

- Your ad is guaranteed delivery to over 115,000 households and businesses
- Even customers with auto-debit receive a monthly statement
- Ad cost is a low \$1,980 per coupon (\$17.22 per thousand)
- Purchase a 3X insertion package for only \$1,782 per coupon (\$15.50 per thousand)
- Your business-type is guaranteed exclusivity during the month(s) of insertion(s)
- Coupon sheet is limited to a maximum of eight advertisers

To advertise, call 501.821.9900

Watershed Human and Community Development Agency in Little Rock/College Station and River City Ministry in North Little Rock administer the restricted *H₂O* funds to customers who meet the eligibility criteria of the program.

