

Your Hometown Directory For Local Service Providers Since 2009

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It
Local

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A-1 Irrigation

Car Talk With
Pacific UTD Mobile
Auto Repair

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Keep It Local?

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Keep It Local ADVERTISING RATES

PUBLISHING

INSIDE PAGES

Ad Size	
Business Card Ad (3.6" x 1.6")	\$35
1/6 Page (3.6" x 3.15")	\$65
1/4 Page (3.6" x 4.87")	\$100
1/2 Page (7.5" x 4.87")	\$200
Full Page (7.5" x 10")	\$375

COVER PAGES

Ad Size	
Outside Front Page (5" x 6")	\$250
1/4 Page (3.6" x 4.87")	\$150
1/2 Page (7.5" x 4.87")	\$250
Full Page (7.5" x 10")	\$400

ONLINE BANNER AD, LINKED TO YOUR WEBSITE

\$15 PER AD PER QUARTER WITH YOUR PRINT AD
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-Keep it Local-



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Founded in 1967 by Jack & Caroline Bose, A-1 Irrigation Do It Best Hardware has come a long way. What started with a few supplies for the local farmers has now grown into your neighborhood home improvement store that you rely on for both quality products and the best customer service you can get.

We value our customers and try to bring in new items that our community needs. Since we can't possibly carry everything you need, we encourage our customers to shop our website A1.doitbest.com to find over 70,000 items that ship right to our store for FREE!

We all know how gratifying it can be to shop local and see the same familiar faces when you visit any of your favorite Valley Center shops. We thank you all for supporting our small business and choosing to shop with us!

A-1 Irrigation

28511 Cole Grade Road • 760-749-1213

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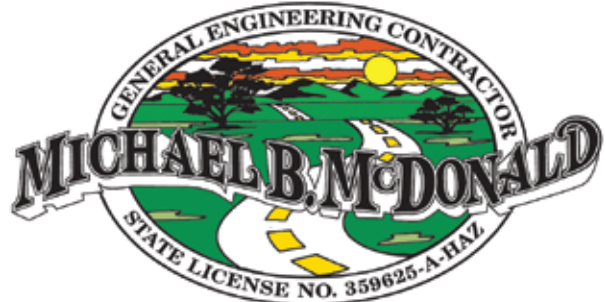
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Car Talk with Pacific UTD Mobile Auto Repair

Let the Buyer Beware

Are you in the market for a new or used car? Before you fork over your hard-earned cash, you should consider basic maintenance costs into your budget.

Cars are not the same as they were back in the day, when a water pump was \$35 and you could install it yourself. Vehicles have become increasingly more complicated to repair and also to maintain.

For example, a water pump on a 2007 Ford Edge could cost as much as \$2,000 to replace. Why? Because the engine and transmission must be removed just to replace the water pump.

You might be able to pick up an older car for a real bargain. But watch out! Example, older Jaguars have inboard brakes which means that the rotors are blocked to the rear differential, cost - \$1,000 plus.

Wearable Items

Before you buy a car - new or used - check the basic maintenance costs. How much to change the oil? What does it cost to replace the wearable items, things that with normal wear and tear, need to be replaced. Brakes, water

pump, heater core, heater valves, fuel filters and tires are a few examples. These things can be hundreds if not thousands of dollars to replace, and might not be covered by a warranty.

If you are looking at a used car and the owner says that there is nothing wrong with it they only have to add a little coolant every once in a while, beware! That could mean the heater core is going out, bad seals or a cracked head, resulting in thousands of dollars in repair bills.

Beware of Lemons

If you are looking to buy a new car, it is easy enough to go on the internet and look up recalls, factory defects and certain items on cars that have a lot of failure rates.

Consider repair costs into your overall budget. Buy something basic. Bells and whistles can be fun, but cost a lot to repair.

It could be worth a few hundred dollars to have your mechanic look over your potential purchase before making a decision.

And if you don't have a good mechanic, looking up reviews online will probably only give you the whiners and complainers. Instead ask a family member, friend or neighbor who they use, you will get a much better referral than that from a faceless stranger.

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Shouldn't We Always Keep It Local?

It was 2009, we were all struggling. It was a recession, my self-employed friends and I were having a hard time making ends meet. So a little inexpensive advertising was just what we needed. And that's how the *Keep It Local Directory* came into existence.

Since then, **Keep It Local** has become a familiar phrase in Valley Center. I never thought that 12 years later, I would still be putting out what was once a 1-page flyer.

Keep It Local is not some trend that is going away anytime soon. If anything, the idea of building up your community by using your hometown businesses and service providers will grow.

We all know longtime neighbors who survived the last recession and who made the decision to pack it in and

move out of state, where the cost of living is lower. With the national debt clock ticking higher and higher, and credit card debt at an all time high, I can only wonder why. I am not an economist, but I think the economy is not as great as we are led to believe. People are living paycheck to paycheck and the only emergency backup plan is to run the credit card when their car needs work or their roof leaks or so many other scenarios that can happen in our daily lives. Some people have had to cash out their retirement plans in order to continue what we all think the American Dream is – a mortgage and a car payment, etc. The American Dream and keeping up with the Jones' as we once knew it, is dead. We need to change our mindsets and stick together in order to hold each other up as a community and not only survive, but thrive.

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