



# MY NEIGHBORHOOD NEWS

*Neighbors Helping Neighbors*

## DIGITAL MARKETING GUIDE



**MyNeighborhoodNews.com**

281-463-8649 | [info@myneighborhoodnews.com](mailto:info@myneighborhoodnews.com)

# Premium Packages

Designed to Maximize Exposure Across Multiple Platforms

Six Month Contract required for each package for Optimal Engagement

## Package A

*(Reserved for max of 10 customers only)*

### RUNS MONTHLY

Online Top Banner Ad (728 x 90 px)

Listing on BizFinder with Star Badge

Banner Ad in Email Digest from Ad Pull (728 x 180 px)

### RUNS WEEKLY DURING FIRST MONTH

Wk 1- Featured Article & Boosted Facebook Post

Wk 2 - Placement in Email Digest (728 x 180 px)

Wk 3 - Thought Leadership Article  
with Boosted Facebook Post

Wk 4 - Banner Ad in Email Digest from Ad Pull (728 x 180 px)



## Package B

*(Package pertains to B1 & B2)*

### RUNS MONTHLY

Online Sidebar Ad (300 x 250 px) or (300 x 600 px)

Listing on BizFinder with Star Badge

Banner Ad in Email Digest from Ad Pull (728 x 180 px)

### RUNS WEEKLY DURING FIRST MONTH

Wk 1 - Featured Article & Boosted Facebook Post

Wk 2 - Banner Ad in Email Digest from Ad Pull (728 x 180 px)

Wk 3 - Boosted Facebook Ad

Wk 4 - Thought Leadership Article



## Package C

### RUNS MONTHLY

Inline Banner Ad (728 x 90 px)

Listing on BizFinder with Star Badge

### RUNS WEEKLY DURING FIRST MONTH

Wk 1 - Featured Article & Boosted Facebook Post\*

Wks 2-4 - Banner Ad in

“Thank you for Subscribing” emails (728 x 90 px)



# Package Pricing

All Premium Package pricing is per region

## Package A

### Top Banner Ad +

\$2,250 First Month

\$1,450 Each Additional Month

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## Package B1

### Small Sidebar Ad

\$1,350 First Month

\$750 Each Additional Month

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## Package B2

### Large Sidebar Ad

\$1,650 First Month

\$1,050 Each Additional Month

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## Package C

### Inline Banner Ad

\$700 First Month

\$250 Each Additional Month



## A La Carte

Top Banner Ad (rotates with max 10 ads) - \$1,000

Sidebar Ad (rotates with other ads) - \$300/\$550

Featured Article with Boosted Facebook Post - \$400

In-Line Banner ad (rotates with other ads) - \$200

Facebook Boosted Small Business Spotlight - \$150

"Thank you for Subscribing" ad - \$200

Weekly Email Digest Banner ad - \$50 per subdivision

BizFinder Listing Only - \$25

*\*Pricing is per region*



Powered by

# Neighbors Helping Neighbors

## Who We Are

My Neighborhood News is exactly that... We deliver Neighborhood Specific news along with hyper-local events and community information from organizations such as local schools, chambers, charities, and more, keeping the reader engaged and interested.

## Our Mission

Our mission is to bring people, organizations and local businesses together in ways that build up and strengthen our communities - where we live, work and play.

## Why Advertise With Us

- We offer affordable, broad-reaching advertising
- Ads are strategically placed on every page across the website ensuring that readers will potentially see ads multiple times while visiting My Neighborhood News
- Digest emails are sent weekly to all website subscribers specific to their neighborhood, which includes exclusive, limited advertising for maximum exposure and reader engagement
- MyNeighborhoodNews.com is designed specifically for the communities we serve making it a unique, hyper-local platform relevant to each reader. This means they are more likely to visit the page and return regularly.

**60%**  
**OPEN RATE**  
**ON DIGEST EMAILS**

**99%**  
**RETENTION RATE**  
on current subscribers

**800**  
**AVERAGE UNIQUE**  
**SITE VISITORS**  
**PER DAY**

**Highly Ranked**  
**ON GOOGLE SEARCH**  
*For subdivisions and regions we serve*