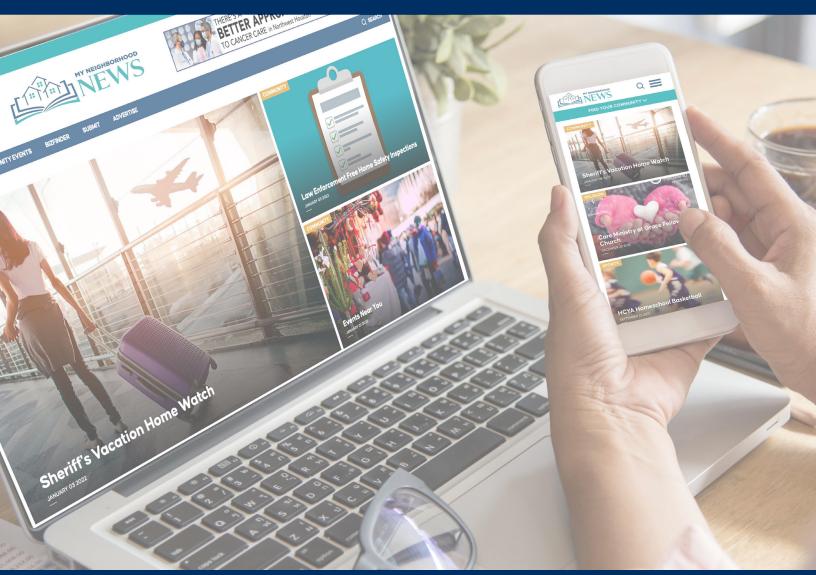


Neighbors Helping Neighbors

### **DIGITAL MARKETING GUIDE**



## MyNeighborhoodNews.com

281-463-8649 | 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 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 \_

(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 Pricing All Premium Package pricing is per region

Package A Top Banner Ad + \$2,250 First Month \$1,450 Each Additional Month

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

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* 



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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

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