

## **Web Exposure on MyParisMagazine.com**

MyParisMagazine.com, the new companion to PARIS! magazine is highly interactive, targeting locals, tourists and those who have moved from the region. Our sponsorships and advertising work within your budget to reach your audience. Like its sister magazine, the goal of this online publication is to enhance the image of your business or organization and to promote Paris, Henry County and the lake area. At MyParisMagazine.com we are image makers, not ad takers.

## **CULTURAL SPONSORSHIP & ADVERTISING OPPORTUNITIES**

### **1. Cultural Sponsorship Opportunities**

Four interactive web pieces that are unique to MyParisMagazine.com are available for sponsorship. We call these "Cultural Sponsorships" because each one is of great importance to the archived history of our area. This information is currently NOT BEING SAVED on an ongoing basis by any other group or organization.

#### **SNAP IT!**

This daily photo contest encourages shutterbugs to send in a photo taken in Henry County the previous day. Viewers from Henry County and around the country can start their morning with an engaging, local photograph and have an opportunity to vote for a monthly winner every four weeks.

SNAP IT! sponsors' names/logos are on the MyParisMagazine.com home page 24/7 (they do not rotate) and in the rotation of the daily photos with a link to their site for the sponsored month(s).

Every time a favorite photo is emailed from SNAP IT!, the sponsors' names/logos are attached.

Because SNAP IT! is archived each month, the sponsors' names/logos also are archived. For example, when a viewer in 2010 wants to see a specific photo from February 2009, the sponsoring business/organization will be displayed with that month's photos. In short, a SNAP IT! sponsorship promotes your business or organization FOREVER.

There will be a maximum of three sponsors per month for SNAP IT!

The 12 winners will be used in the first annual SNAP IT! Henry County calendar.

Business'/organizations' names will appear on this calendar for the month sponsored. The calendar will be sold online.

Sponsorship is category exclusive. Your business will never be positioned with a competitor.

SNAP IT! sponsorships are \$275 per month or \$725 per quarter (savings of \$100). These must be purchased for three consecutive calendar months. Current PARIS! magazine advertisers receive a 10% discount (\$72.50).

## **EAR BOOK**

This category fills a void that has existed in Henry County for some time, recorded interviews. These will be especially exciting to those who need to convey a specific advertorial message, those who have a passion for history or those who are interested in current events. EAR BOOK is an ongoing collection of audio interviews that appear online three times a week. They can be downloaded for free to a computer or iPod.

Perhaps the most appealing feature of EAR BOOK is that monthly sponsors can choose one interview subject that can function as advertorials for their business/organization. For example, if a pharmacy sponsored EAR BOOK for a month, the owner could request an interview focusing on a topic of interest to his/her customers. That interview could then be linked to the pharmacy's web site, thus increasing exposure.

EAR BOOK sponsors' names/logos are on the MyParisMagazine.com home page 24/7 (they do not rotate) with a link to their site for the sponsored month(s).

Every time links to favorite interviews are e-mailed from EAR BOOK, the link brings them to the EAR BOOK web page where sponsors' names/logos are prominently displayed.

Because EAR BOOK is archived each month, the sponsors' names/logos also are archived. For example, when a future listener wants to hear a specific interview from the archives, the sponsoring business/organization will be displayed with that month's interviews. EAR BOOK sponsorship promotes your business or organization FOREVER.

There will be a maximum of three sponsors per month for EAR BOOK.

Sponsorship is category exclusive. Your business will never be positioned with a competitor.

EAR BOOK sponsorships are \$275 per month or \$725 per quarter (savings of \$100). These must be purchased for three consecutive calendar months. Current PARIS! magazine advertisers receive a 10% discount (\$72.50).

## **WHO KNEW**

This category is filled with snippets of information of specific interest to Henry Countians and those in our region; entries are sent in by readers. Viewers from here at home and around the world can enjoy this local trivia, send in their own and vote for the month's best WHO KNEW.

Perhaps the most appealing feature of WHO KNEW is that monthly sponsors can place an item of interest from their business/organization. For example, if the library sponsored WHO KNEW for a month, they could add, "The WG Rhea Public Library has an average of 300 people per day coming in and out of this facility. Who knew?" This could be linked to the library's site for added exposure.

WHO KNEW sponsors' names/logos are on the MyParisMagazine.com home page 24/7 (they do not rotate) with a link to their site for the sponsored month(s).

Every time a link to a favorite WHO KNEW is e-mailed from MyParisMagazine.com, the link brings them to the WHO KNEW web page where sponsors' names/logos are prominently displayed.

Because WHO KNEW is archived each month, the sponsors' names/logos also are archived. For example, if a viewer wants logs on an archived WHO KNEW, the sponsoring business/organization will be displayed with that month's trivia. WHO KNEW sponsorship promotes your business or organization FOREVER.

There will be a maximum of three sponsors per month for WHO KNEW.

WHO KNEW! sponsorships are \$200 per month or \$500 per quarter (savings of \$100). These must be purchased for three consecutive calendar months. Current PARIS! magazine advertisers receive a 10% discount (\$50).

## **GALLIVANT!**

This interactive category combines the calendar of events with seasonal itineraries filled with snippets of information of specific interest to Henry Countians and those in our region; entries are created by both readers and staff. Viewers from here at home and around the world can enjoy this information, send in their own and vote for the month's best GALLIVANT.

Perhaps the most appealing feature of GALLIVANT is that monthly sponsors can include an item, an event or interesting location from their business/organization. For example, if a local resort sponsored GALLIVANT for a month, they could offer an itinerary that included a few hours of fishing or boating. This could be linked to their site for added exposure.

GALLIVANT sponsors' names/logos are on the MyParisMagazine.com home page 24/7 (they do not rotate) with a link to their site for the sponsored month(s).

Every time a link to a favorite GALLIVANT is e-mailed from MyParisMagazine.com, the link brings them to the GALLIVANT web page where sponsors' names/logos are prominently displayed.

Because GALLIVANT is archived each month, the sponsors' names/logos also are archived. For example, if a viewer logs on an archived GALLIVANT, the sponsoring business/organization will be displayed with that month's itineraries. GALLIVANT sponsorship promotes your business or organization FOREVER.

There will be a maximum of three sponsors per month for GALLIVANT.

Sponsorship is category exclusive. Your business will never be positioned with a competitor. GALLIVANT sponsorships are \$200 per month or \$500 per quarter (savings of \$100). These must be purchased for three consecutive calendar months. Current PARIS! magazine advertisers receive a 10% discount (\$50).

## **2. Advertising Opportunities**

MyParisMagazine.com offers the opportunity to place ads that link directly to your web site or to your online advertisement. We advise using these ads to make viewers aware of immediate offers (such as sales), incentives (coupons or specials) or to experience something new on your web site. There are four advertising options:

**SKYSCRAPER (edge)** - This tall, thin ad is positioned on the right edge of **every** page. This ad is 160 pixels X 600 pixels. It is seen on all pages and rotates no more than three times. Clicking on this ad can take viewers to a larger ad for your business or to your web site. It is sold by the month for only \$225 or by the quarter for only \$600 (\$75 discount). These must be purchased for three consecutive calendar month(s). Current PARIS! magazine advertisers receive a 10% discount (\$60) for quarterly purchase. Billing occurs at the beginning of the month and must be paid in full by month's end to receive discount(s). Quarterly advertisers billed for entire quarter. Discounts negated and 2% charge added for overdue accounts.

**PREMIUM (large)** - This ad is 300 pixels wide by 250 pixels tall. It is almost square, rotates no more than 3 times and is seen on **every** page. Clicking on this ad can take viewers to a larger ad for your business or to your web site. It is sold by the month or by the quarter for only \$200/month or \$525 a quarter (\$75 discount). These must be purchased for three consecutive calendar month(s). Current PARIS! magazine advertisers receive a 10% discount (\$52.50) for quarterly purchase. Billing occurs at the beginning of the month and must be paid in full by month's end to receive discount(s). Quarterly advertisers billed for entire quarter. Discounts negated and 2% charge added for overdue accounts.

**CLASSIC (medium)** - This ad is 300 pixels wide by 115 pixels tall. It is about half the size of the premium ad. It rotates no more than 5 times and is seen on every page. Clicking on this ad can take viewers to a larger ad for your business or to your web site. The classic ad is the smallest ad available on MyParisMagazine.com and is sold by the quarter for \$375 but is billed in monthly increments. You will be billed \$125 on the first of each month; payment in full is due by month's end. These ads must be purchased for three consecutive calendar month(s). A 2% charge added for overdue accounts. Sorry, no discounts on this ad.

**BANNER (adjacent to EAR BOOK, WHO KNEW? and GALLIVANT!)** - This long, thin ad runs across a portion of the bottom of every page. It is 728 X 90 pixels. Clicking on this ad can take viewers to a larger ad for your business or to your web site. This ad is seen on all pages and rotates no more than five times. It is sold by the quarter for \$375 but is billed in monthly increments. You will be billed \$125 on the first of each month; payment in full is due by month's end. These ads must be purchased for three consecutive calendar month(s). A 2% charge added for overdue accounts. Sorry, no discounts on this ad.

**Need to change your ad?** - Advertisers may make one change per month for free. Other changes will be billed by the hour at \$45/hour.

**Driving viewers** – MyParisMagazine.com drives viewers to its site via advertising on three radio stations (WTPR, KQ105 and WKMS), the Paris PI, HenryCountian.com, HCNDigest.com, ParisWinery.com, HC Chamber of Commerce (paristnchamber.com), various local events (Health Care Expo, HC Fair, Small Business Expo, Downtown Spooktacular, etc) and in PARIS! magazine.

**Don't have a web presence?** - MyParisMagazine.com will create a static web page for your organization or business for only \$30 a month (one year minimum contract, 50% up front).

Additional pages can be added at the one-time cost of \$25 per page. Update anytime, minimum \$20 per half hour.