



**ADVERTISING &
MEDIA KIT**



Highlights

- ApacheJunction.com provides a unique advertising opportunity for any organization looking to gain exposure to Apache Junction's dynamic and unique local and visiting population.
- ApacheJunction.com is a natural URL. The majority of customers each month visit ApacheJunction.com directly without the assistance of a search engine or other advertisement.
- The people behind ApacheJunction.com have a combined 50 + years of online marketing experience. Our ongoing multi-tiered marketing campaigns drive continually increasing volumes of traffic to ApacheJunction.com.
- Our Search Engine Optimization yields high results and research continues to validate that customers have the tendency to visit websites that have credible, relevant names...ApacheJunction.com is uniquely positioned to maximize this fact.

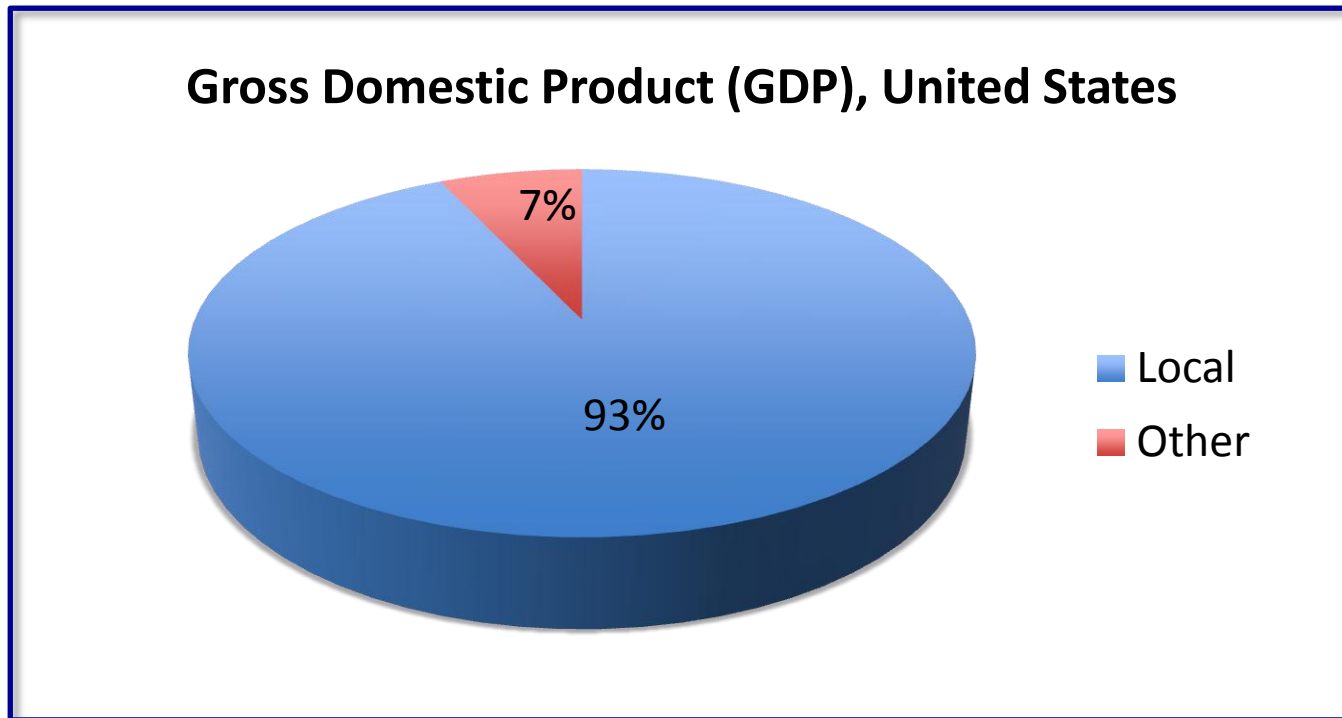


Why “City.com” Sites are so Powerful

- **NATURAL BRANDS** – Because our visitors know the name of ApacheJunction.com, a major source of our traffic is from direct visitors. With this direct “type-in” traffic (to ApacheJunction.com), our brands deliver qualified traffic without having to be over dependent on the Search Engines.
- **RELEVANT CONTENT** – Search Engine traffic is still critical and natural URL’s with relevant content rank high for users searching for specific terms.
- **BRAND RECOGNITION, LOYALTY & TRUST** – When users do see links that include the natural “City.com” address, they are more likely to click and visit that site. And once they get there, they are more likely to trust the information they see from the “City.com” site.
- **QUALIFIED TRAFFIC** – When people come to a “City.com” site, they come with the purpose of seeking out a local business or for things to do and see in that city. Therefore, they have a high-propensity to use the site for taking action and are not simply attracted by a celebrity or breaking news story as they are to many news or entertainment-based sites.
- **CITY DIRECTORY** – Much like a search engine, but specific to Apache Junction, ApacheJunction.com includes a comprehensive City Directory for local businesses that is easy to navigate and provides detailed listings that both locals and travelers are looking for.



Where the Money Is ... It's Local!

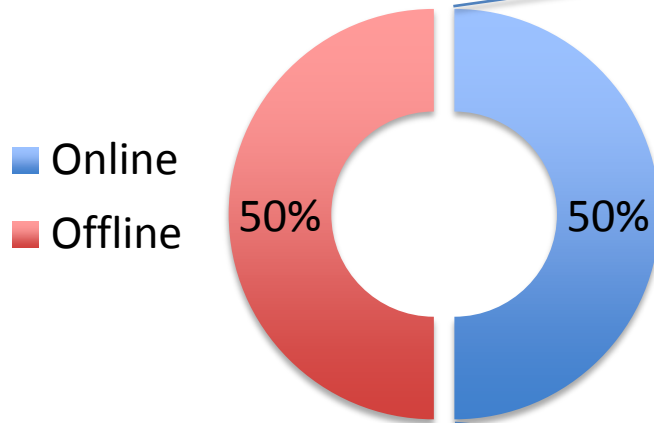


- **93% of all US GDP is sold/delivered locally!**

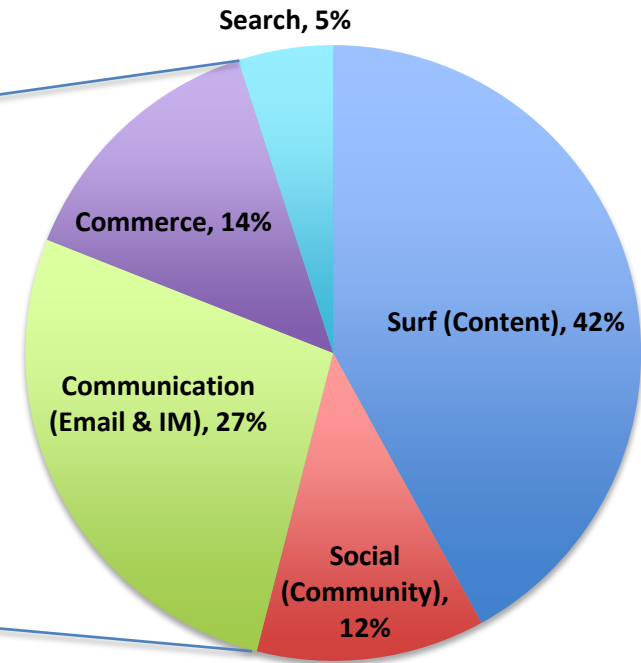


Local Advertising ... Reach Your Customers Where They Are – Online!

Media Consumption (hours per week)



Online Activity



- **By spending less than 10% of their ad dollars online, local businesses are missing the opportunity to reach consumers where they spend 50% + of their time!**

Source: Jupiter Research, Online Publishers Assoc., Google



Home Page Opportunities

ApacheJunction.com Headline Stories

- The ApacheJunction.com writers stay busy producing interesting and informative editorials for display on the home page of the website. Our goal is to help local companies benefit from this front page exposure.
- Our writers can produce “advertorial” headlines for a soft-sell approach, or a simple Q&A. The front page headlines are available on a weekly basis and are offered in packages with banner ads, directory listings and partnership packages.
- A website headline is one of the quickest ways to effectively reach a large number of people and are also a great way to promote upcoming local events. We display links throughout the headline story for our visitors to find out more if they are interested.



ApacheJunction.com Home Page example



Banner Advertising

Banner advertising opportunities are available throughout ApacheJunction.com and can be targeted to display with associated content.

Home Page

All banners on the Home Page rotate in position every time the page is refreshed giving equal top exposure to all banners.

- **TOP BANNER** – 728x90 pixels
- **SKYSCRAPER SIDE BANNER** – 120x600 pixels
- **SMALL SIDE BANNER** – 120x240 pixels

All banner ad contracts require a minimum commitment of 3 months. Advertiser to provide banner ad artwork. CitiesPlanet can provide the artwork for \$100 per banner ad.



ApacheJunction.com Home Page example



Banner Advertising

Banner advertising opportunities are available throughout ApacheJunction.com and can be targeted to display with associated content.

Channel Page

All banners on the Channel Page rotate in position every time the page is refreshed giving equal top exposure to all banners.

- **TOP BANNER** – 728x90 pixels
- **TALL SIDE BANNER** – 300x600 pixels
- **RECTANGLE SIDE BANNER** – 300x250 pixels

All banner ad contracts require a minimum commitment of 3 months. Advertiser to provide banner ad artwork. CitiesPlanet can provide the artwork for \$100 per banner ad.



ApacheJunction.com Channel Page example



Banner Advertising

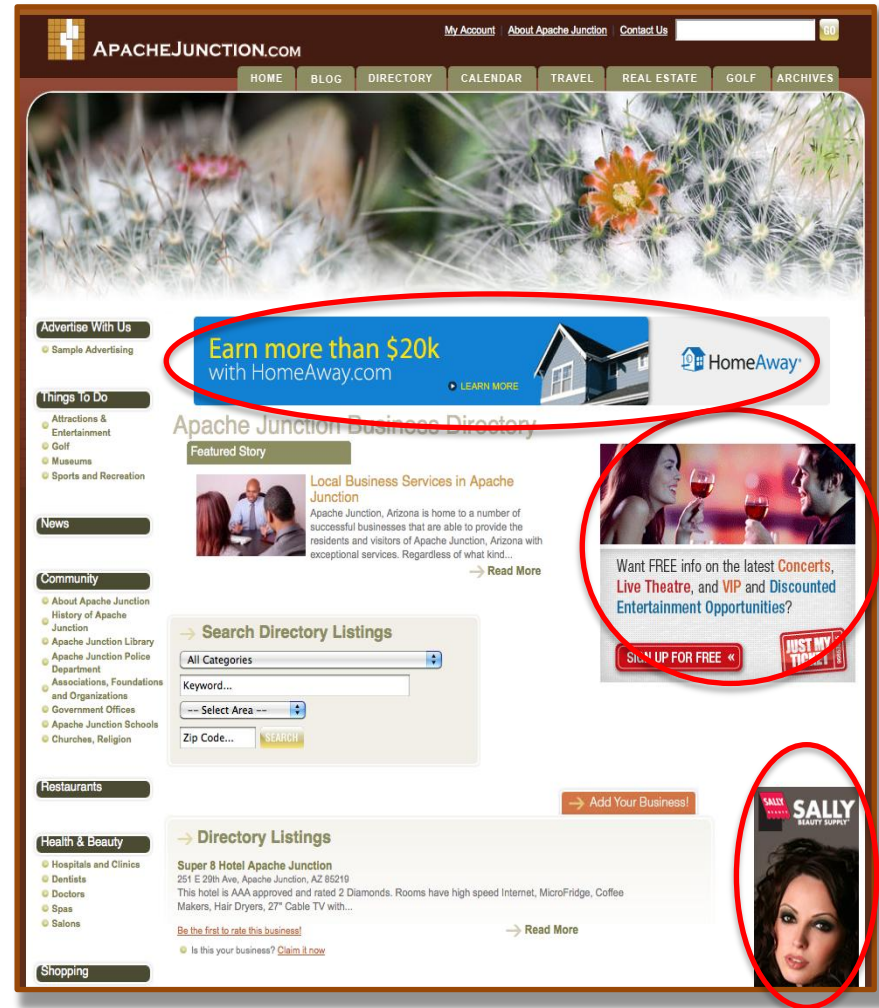
Banner advertising opportunities are available throughout ApacheJunction.com and can be targeted to display with associated content.

Directory & Event Page

All banners on the Directory & Event Pages rotate in position every time the page is refreshed giving equal top exposure to all banners.

- **TOP BANNER** – 728x90 pixels
- **RECTANGLE SIDE BANNER** – 300x250 pixels
- **SKYSCRAPER SIDE BANNER** – 120x600 pixels

All banner ad contracts require a minimum commitment of 3 months. Advertiser to provide banner ad artwork. CitiesPlanet can provide the artwork for \$100 per banner ad.



ApacheJunction.com Directory Page example



Directory Listings

Premium Directory Upgrade Listing Includes:

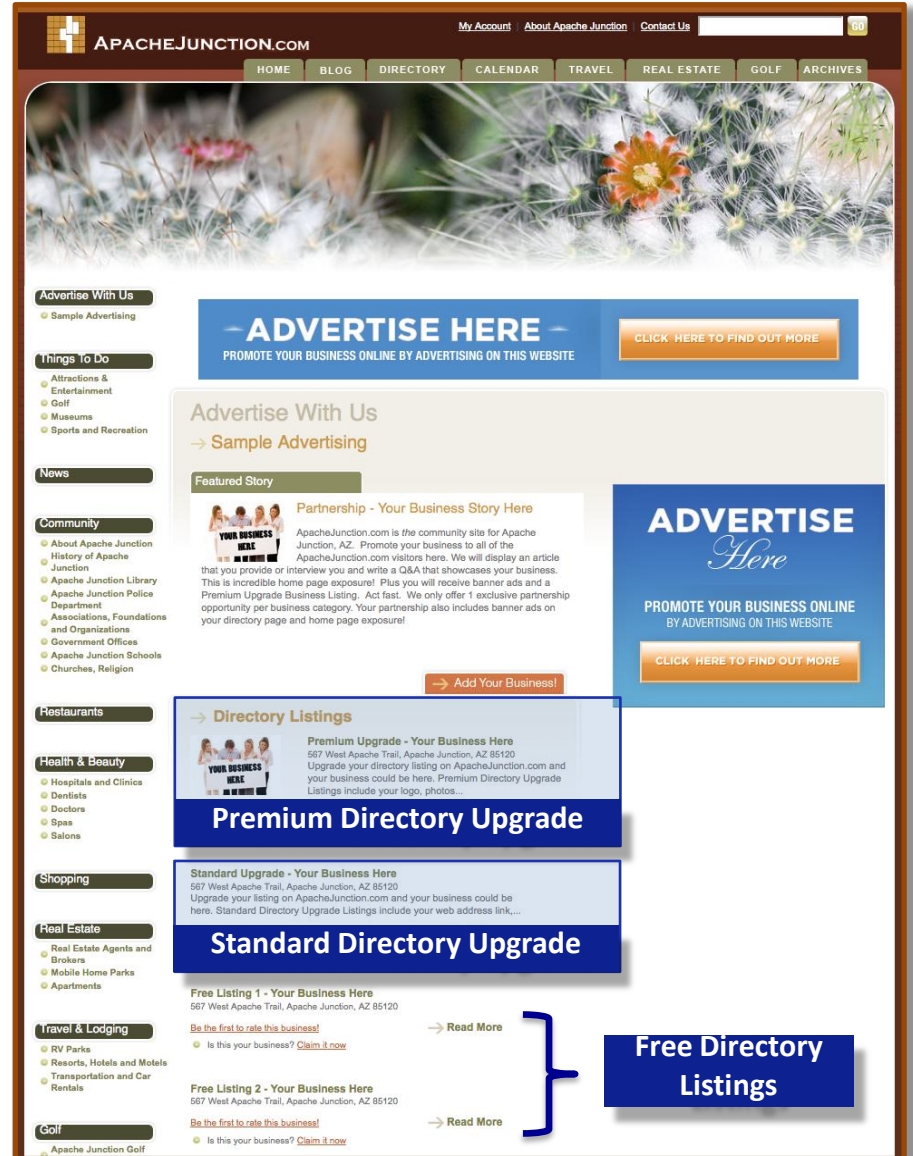
- Priority Position above Standard Listings
- Your Logo on the Listings Page
- 500 + word description
- 5 pictures
- Web Address Link + 5 resource links
- Special Coupon Offer
- Video
- Click-through to Complete Description Page
- Company Name, Phone, Address, Email & Local Map

Standard Directory Upgrade Listing Includes:

- Priority Position above Free Listings
- 100 word description
- 1 Picture
- Web address link
- Click-through to Complete Description Page
- Company Name, Phone, Address, Email & Local Map

Free Directory Listing Includes:

- Company Name, Phone, Address & Email
- Local Map



The screenshot shows the ApacheJunction.com website interface. At the top, there's a navigation bar with links for HOME, BLOG, DIRECTORY, CALENDAR, TRAVEL, REAL ESTATE, GOLF, and ARCHIVES. A sidebar on the left lists various categories: Advertise With Us, Things To Do, News, Community, Restaurants, Health & Beauty, Shopping, Real Estate, Travel & Lodging, and Golf. The main content area features several promotional boxes for different listing types: 'ADVERTISE HERE' (Premium), 'ADVERTISE Here' (Standard), 'Premium Directory Upgrade', 'Standard Directory Upgrade', and 'Free Directory Listings'. Each box includes a brief description and a 'Read More' or 'Add Your Business!' button. A large blue box on the right side of the main content area is labeled 'Free Directory Listings'.

ApacheJunction.com Premium Directory Upgrade Listing example



Premium Directory Upgrade Listing Page

Premium Upgrade - Your Business Here Is this your business? [claim it now](#)

567 West Apache Trail Apache Junction, AZ 85120
[Get Directions](#)

Phone: 555-555-5555 ADD THIS Review Rating: n/a
 Web: [Click here for website](#) Rate this business
 Email: [Email this business](#)

[Claim this Business](#) [Email to a Friend](#) [Send to Phone](#) [Submit Photo](#) [Print](#)

Premium Upgrade - Your Business Here in Apache Junction
 Upgrade your directory listing on ApacheJunction.com and your business could be here. Premium Directory Upgrade Listings include your logo, photos, business description, phone, address, email, resource links, local map and more. Most importantly, when you purchase a Premium Directory Upgrade Listing for your business it will appear above your competition at the top of the business directory!

Locations

- 567 West Apache Trail Apache Junction, AZ 85120
Phone: 555-555-5555

[Get Directions](#)

What's nearby
 Dining | Hotels | Shopping | Nightlife | Golf | Things To Do | Beauty & Leisure |

Icon Key

- Dining
- Hotels
- Shopping
- Nightlife
- Golf
- Things To Do
- Beauty & Leisure

[Get Driving Directions](#)

Premium Upgrade - Your Business Here Is this your business? [claim it now](#)

567 West Apache Trail Apache Junction, AZ 85120
[Get Directions](#)

Phone: 555-555-5555 KOD THIS Review Rating: n/a
 Web: [Click here for website](#) Rate this business
 Email: [Email this business](#)

[Claim this Business](#) [Email to a Friend](#) [Send to Phone](#) [Submit Photo](#) [Print](#)

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 Upgrade your directory listing on ApacheJunction.com and your business could be here. Premium Directory Upgrade Listings include your logo, photos, business description, phone, address, email, resource links, local map and more. Most importantly, when you purchase a Premium Directory Upgrade Listing for your business it will appear above your competition at the top of the business directory!

Locations

- 567 West Apache Trail Apache Junction, AZ 85120
Phone: 555-555-5555

[Get Directions](#)

What's nearby
 Dining | Hotels | Shopping | Nightlife | Golf | Things To Do | Beauty & Leisure |

Icon Key

- Dining
- Hotels
- Shopping
- Nightlife
- Golf
- Things To Do
- Beauty & Leisure

[Get Driving Directions](#)

Resource Links

- [ApacheJunction.com Home Page](#)
- [ApacheJunction.com Things To Do Page](#)
- [ApacheJunction.com Real Estate Page](#)
- [ApacheJunction.com Community Page](#)
- [ApacheJunction.com Advertise With Us Page](#)

Special Offers

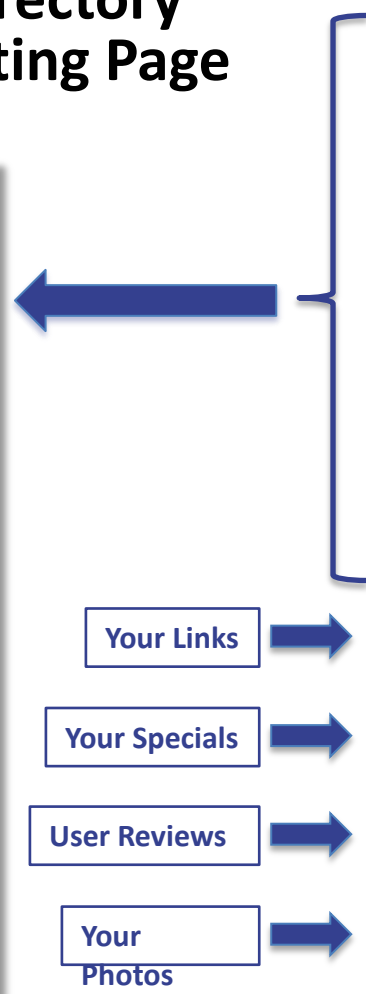
Your Special Offer Here
 Promote any special offers you would like with your Premium Directory Upgrade Listing!
 Present coupon at time of purchase.
[Print This Coupon](#)

User Reviews Leave a User Review

No Reviews Currently Available
 You must be logged in to submit a review. If you have an account, please [click here to login](#). If you do not have an account, you may [register for a new account](#).

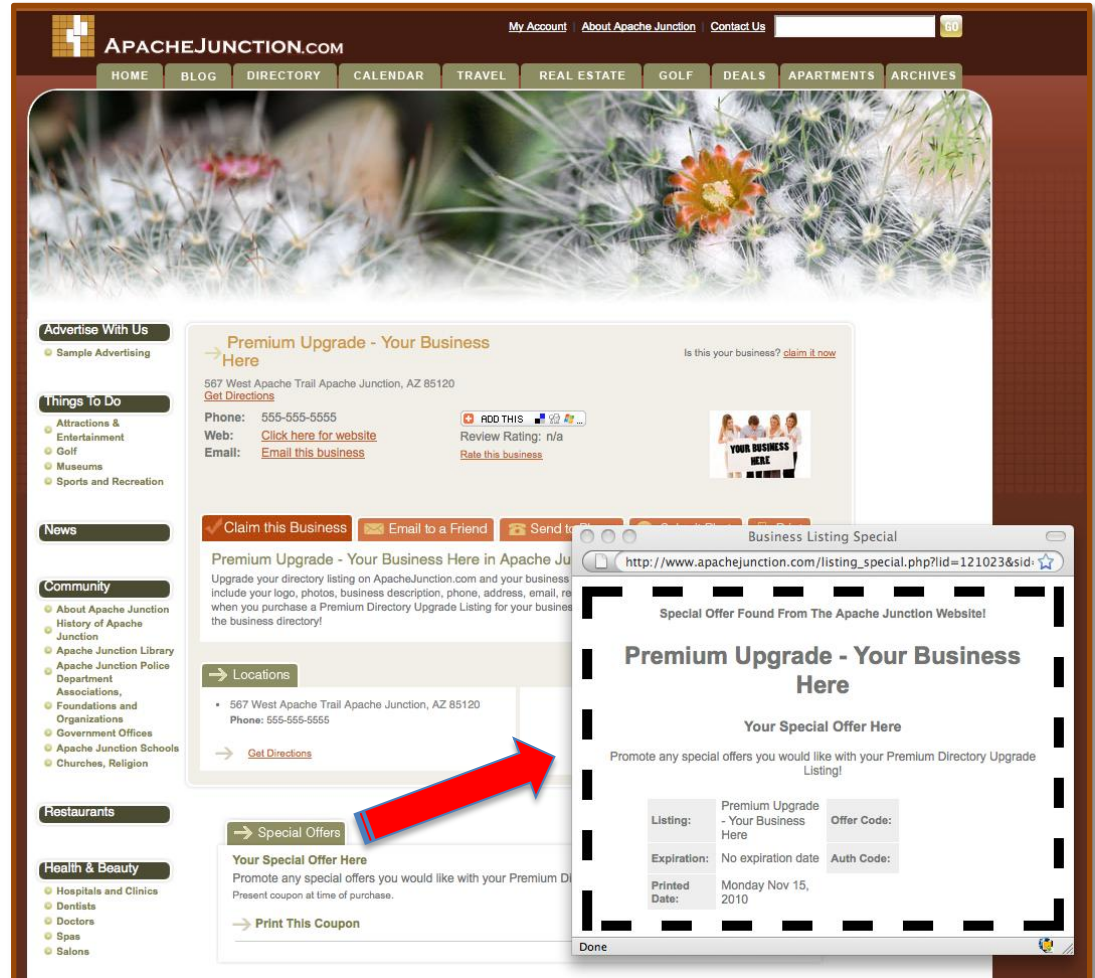
Listing Photos

Email This Business
 Complete the form below to contact Premium Upgrade - Your Business Here.
 Enter Your Email Address...
 Subject...
 Your Message...



Coupons & Special Offers

- Your Premium Upgrade Directory listing comes with the ability to post coupons and special offers within your business listing.
- You control the offers and can update them as often as you like directly from our site!
- Potential customers simply click on the link for your offer and can print the coupon from their home!



The screenshot shows a business listing on ApacheJunction.com. The listing is for a business located at 567 West Apache Trail, Apache Junction, AZ 85120. The listing includes contact information: Phone: 555-555-5555, Web: [Click here for website](#), and Email: [Email this business](#). There are also buttons for 'Claim this Business', 'Email to a Friend', and 'Send to'. A red arrow points from the 'Special Offers' section of the listing to a separate window showing a printed coupon.

The coupon window is titled 'Business Listing Special' and shows the following details:

- Special Offer Found From The Apache Junction Website!
- Premium Upgrade - Your Business Here**
- Your Special Offer Here
- Promote any special offers you would like with your Premium Directory Upgrade Listing!
- Listing: Premium Upgrade - Your Business Here
- Offer Code:
- Expiration: No expiration date
- Auth Code:
- Printed Date: Monday Nov 15, 2010

At the bottom of the coupon window, there is a 'Done' button.

ApacheJunction.com Premium Directory Upgrade Listing example



Partnership Opportunities

- Featured partnerships are available for each of the Channel and Directory categories and are one of the most effective advertising options on ApacheJunction.com.
- ApacheJunction.com partners are more than advertisers...they are true partners. We promote partners on the site with advertorial content, banner ads and even do feature stories and business profiles of the businesses to capitalize on the local audience that visits those particular sections.
- **Custom Partnerships** are also available for any advertiser. Contact us and we will develop your own custom or exclusive program tailored specifically for the needs of your business!

Channel Partnerships Include:

- Home Page Small Side Banner Ad (120x240 pixels)
- Picture and Headline on the Home Page
- Custom Content at the Top of Chosen Channel Page
- Top Banner Ad on the Channel page (728x90)
- Premium Directory Upgrade Listing on Channel Page
- Premium Directory Upgrade Listing
- Top story on the Associated Directory Category Page

Directory Partnerships Include:

- Featured Link on Home Page
- Premium Directory Upgrade Listing on Channel Page
- Premium Directory Upgrade Listing on Directory Category Page
- Top story on Directory Category Page
- Skyscraper Side Banner Ad on Directory Page

All Partnership contracts require a minimum commitment of 12 months.



Contact

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CitiesPlanet.com

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CitiesPlanet Network Sites:

ApacheJunction.com | Laramie.com | Scottsdale.com | SanibelCaptiva.com | Tempe.com | Mesa.com | GreatFalls.com | Palermo.com | Burbank.com | Chandler.com | Rockford.com | Tunica.com | Kalamazoo.com | Oakton.com | SierraMadre.com | Tupelo.com | Claremont.com | Lynn.com | WilkesBarre.com | Hickory.com | Binghamton.com | RanchoMirage.com | LongBranch.com | Gatesville.com | Depew.com | OroValley.com | TahoeVista.com | HuberHeights.com | NewPortRichey.com | PortRichey.com | SunsetBeach.com | MelrosePark.com | Sunnyvale.com | Sausalito.com | FountainHills.com | Groton.com | Southington.com | OldSaybrook.com | Niantic.com | EastLyme.com | CarlsbadCaverns.com | DowntownBoulder.com | SantaCatalinaIsland.com | SantaClara.com | MorganHill.com | SanMateo.com | Louisville.us | Minocqua.com | NottingHill.com



CitiesPlanet Network Sites *(as of November 2010):*

ARIZONA

Scottsdale.com
Tempe.com
Mesa.com
Chandler.com
FountainHills.com
ApacheJunction.com
OroValley.com

CALIFORNIA

Burbank.com
Sunnyvale.com
Sausalito.com
RanchoMirage.com
SierraMadre.com
TahoeVista.com
Claremont.com
SantaCatalinaIsland.com
SantaClara.com
MorganHill.com
SanMateo.com

COLORADO

DowntownBoulder.com

CONNECTICUT

OldSaybrook.com
Southington.com

EastLyme.com
Groton.com
Niantic.com

FLORIDA

SanibelCaptiva.com
NewPortRichey.com
PortRichey.com

ILLINIOS

Rockford.com
MelrosePark.com

KENTUCKY

Louisville.us

MASSACHUSETTS

Lynn.com

MICHIGAN

Kalamazoo.com

MISSISSIPPI

Tunica.com
Tupelo.com

MONTANA

GreatFalls.com

NEW MEXICO

CarlsbadCaverns.com

NEW JERSEY

LongBranch.com

NEW YORK

Binghamton.com
Dewey.com

NORTH CAROLINA

SunsetBeach.com
Hickory.com

OHIO

HuberHeights.com

PENNSYLVANIA

WilkesBarre.com

TEXAS

Gatesville.com

VIRGINIA

Oakton.com

WISCONSIN

Minocqua.com

WYOMING

Laramie.com

INTERNATIONAL SITES

ENGLAND/UK/LONDON

NottingHill.com

ITALY

Palermo.com

