



# MEDIA KIT

## EASILY PROMOTE YOUR BUSINESS ALL YEAR LONG FOR ONE LOW PRICE

- Instantly promote your sales, news and events to our engaged & loyal online audience of SHOP LOCAL supporters
- Raise your online profile with article, photo and video posting
- Reach local consumers direct with our email newsletter
- Gain active social media followers
- Increase traffic to your website and through your doors
- Discover new opportunities by connecting & collaborating with other social-saavy local businesses and community organizations
- Brand yourself as a Community Builder supporting the opportunity for all community sectors to collectively expand their online reach

For more information about advertising on our  
[myPelham.com](http://myPelham.com) and [myWelland.com](http://myWelland.com), local networks  
please email: [info@myNiagaraOnline.com](mailto:info@myNiagaraOnline.com)

## SHINING A SPOTLIGHT ON ALL YOU DO

Since 2009, we've been helping local businesses and community organizations receive the recognition they deserve, by boosting their visibility and building buzz about their good work.

### WHO WE ARE

We're an online community of established businesses, start-ups, non-profit organizations, artists, clubs, special interest groups and other local contributors. We share Niagara local happenings from the point of view of locals who know and love our community.

Utilizing web publishing and social media networks, our social platform gives everyone in our community the opportunity to get their stories, event notices, photos, videos and locally relevant content posted and shared publicly online.



### OUR AUDIENCE

Avid social media users, they love to share and participate on Facebook and Twitter. They're joiners, influencers, and big supporters of local culture.

## WHAT OUR PARTNERS SAY ABOUT US:

*"myPelham.com has been an essential part of our businesses advertising campaign. For one great low price, we get weekly email exposure for our business and events. As well, their team of experts are helpful at sharing our events through social media outlets that have increased our online presence and improved our SEO. myPelham.com is an excellent source for promotion for any small business looking to maximize their advertising budget. The results have been well worth every penny!"*

-Allison Kares, Owner, Movement Unlimited Inc.

*"I am very impressed by what myNiagaraOnline does for our local community. They shine the spotlight on Pelham and Welland from the point of view of the locals in an interactive and positive way. myPelham.com and myWelland.com have got my vote!"*

-Dr. Louis Albanese, Fonthill Dental

Follow us online:



For more information about advertising on our myPelham.com and myWelland.com local networks please email: [info@myNiagaraOnline.com](mailto:info@myNiagaraOnline.com)

## INVEST IN YOUR BUSINESS AND YOUR COMMUNITY: BECOME AN ADVERTISING PARTNER.

### BASIC PACKAGE: \$250 – *Our Starter Kit Option*

- ✓ Direct link to your business website included in our Business Directory
- ✓ Microsite (this is a Mini-site for your business hosted on one of our local network sites. It includes multiple pages that you can easily update as needed, to feature customized content like product/service descriptions, menus, coupons)
- ✓ We post an Article, Event Notice and Special (one of each per month) on our website and in our weekly newsletter
- ✓ Events Calendar feature (events you post to your microsite will automatically be featured in our online events calendar)
- ✓ Sales & Coupons feature (your posted sales included in our weekly subscriber newsletter and featured as coupons in specials section)
- ✓ Social media “shout-outs” (your promotions shared with our Facebook and Twitter audiences with linkbacks to your posting on our community website(s))
- ✓ Logo advertising on sub-pages of our website and in the sidebar of your online directory category

### PREMIUM PACKAGE: \$500 – *Full service / Maximum Exposure*

In addition to our Basic Services listed above:

- ✓ WE POST UNLIMITED content to your microsite for you, and include it in our weekly subscriber newsletter.
- ✓ Logo advertising on HOME PAGE of our website AND included on sub-pages of our website AND in the sidebar of your online directory category
- ✓ Logo advertising in the footer of our weekly subscriber newsletter
- ✓ Sponsor of the Month Feature - We work with you to create a custom promotion with Premium Banner Ad in every newsletter for the Month.
- ✓ One Quarterly LEADERBOARD Ad rotating on Home Page and throughout all Sub-Pages

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## LEADER'S CIRCLE:

### \$1000 Maximum Exposure Package

Our myNiagara Leaders Circle is comprised of community sponsors who have championed our myNiagara collaborative vision by contributing as PREMIUM Advertising Partners on both myPelham.com and myWelland.com. This package includes Leaderboard Advertising on myNiagaraonline.com; myPelham.com and myWelland.com.

## LEADERBOARD:

TOP BANNER ADVERTISING RATES: \$100/quarter \$200/quarter \$300/quarter

This is the 'big one' at the top of each page (730 x 130)

## SPECIAL RATES

FREE online directory listing for all sectors! All LOCAL Businesses are provided with a free online directory listing that includes business name, address and phone number, and is limited to 1 complimentary listing per business or organization, within their primary town or city of business. Advertising services are available to any business or organization that has paid the applicable annual sponsorship fee.

### NON-PROFIT ORGANIZATIONS **FREE**

myNiagaraOnline is proud to provide FREE promotional support to non-profit organization on the \*limited basis of one article & one event notice posting PER MONTH. If your organization requires more frequent posting we'll design a reduced rate fee-for-service package to suit your requirements.

### COMBINED ADVERTISING PARTNERS \$200 basic / \$400 premium

Purchase a Package on a 2nd myNiagaraOnline local network site & save 20%

## SPECIAL EVENT PACKAGES

myNiagaraOnline.com provides online marketing services for a variety of non-profit organizations, community festivals and events on a fee-for-service, or service exchange/community partnership basis. Contact [info@myNiagaraOnline.com](mailto:info@myNiagaraOnline.com) and we'll design a special campaign package for you!

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