*CityPartners Overview*

CityPartners Highlights

- The CityPartners Network of 33 communities represents a total population of more than 1,850,000 people across our community network.

- CityPartners communities range in size from small upscale communities to large metropolitan areas.

- Traffic across our properties alone represents 105,000+ unique visitors and over 560,000 page views per month and the overall CityPartners Network sites' traffic continues to grow as new community sites are launched.

- CityPartners sites run on a proven "CityInTheBox" software platform, allowing for seamless management of partner advertising on individual cities, regionally, or across the entire network of cities and neighborhoods.

Why "City.com" GeoDomains are so Powerful

- **NATURAL BRANDS** – Because our visitors know the name of "City.com", a major source of our traffic is from direct visitors. With this direct "type-in" traffic (to "City.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 a particular city "City.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.
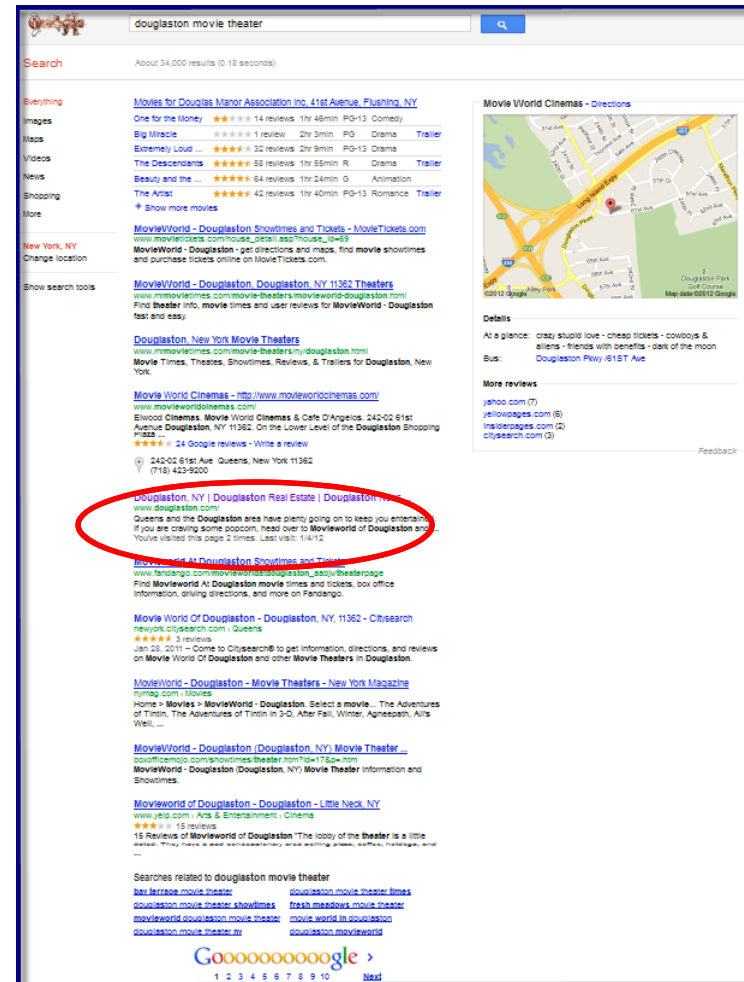
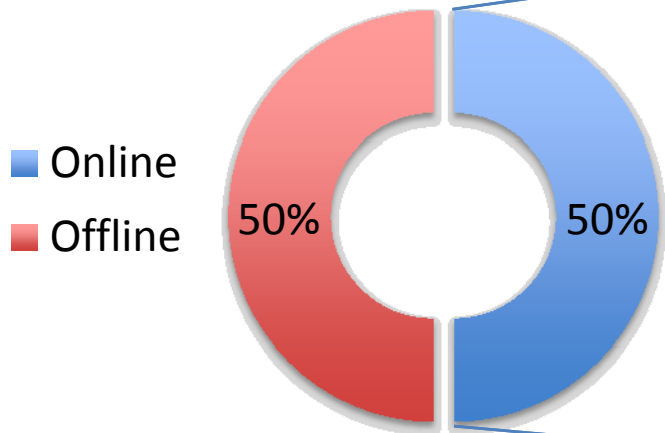*Google Search results screen for Douglaston Movie Theater*
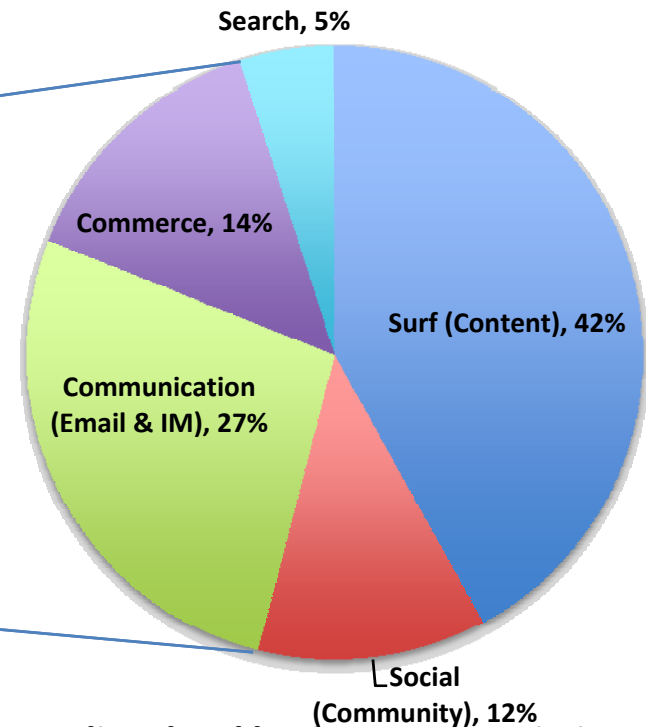
Where the Money Is ... It's Local!

Gross Domestic Product (GDP), United States
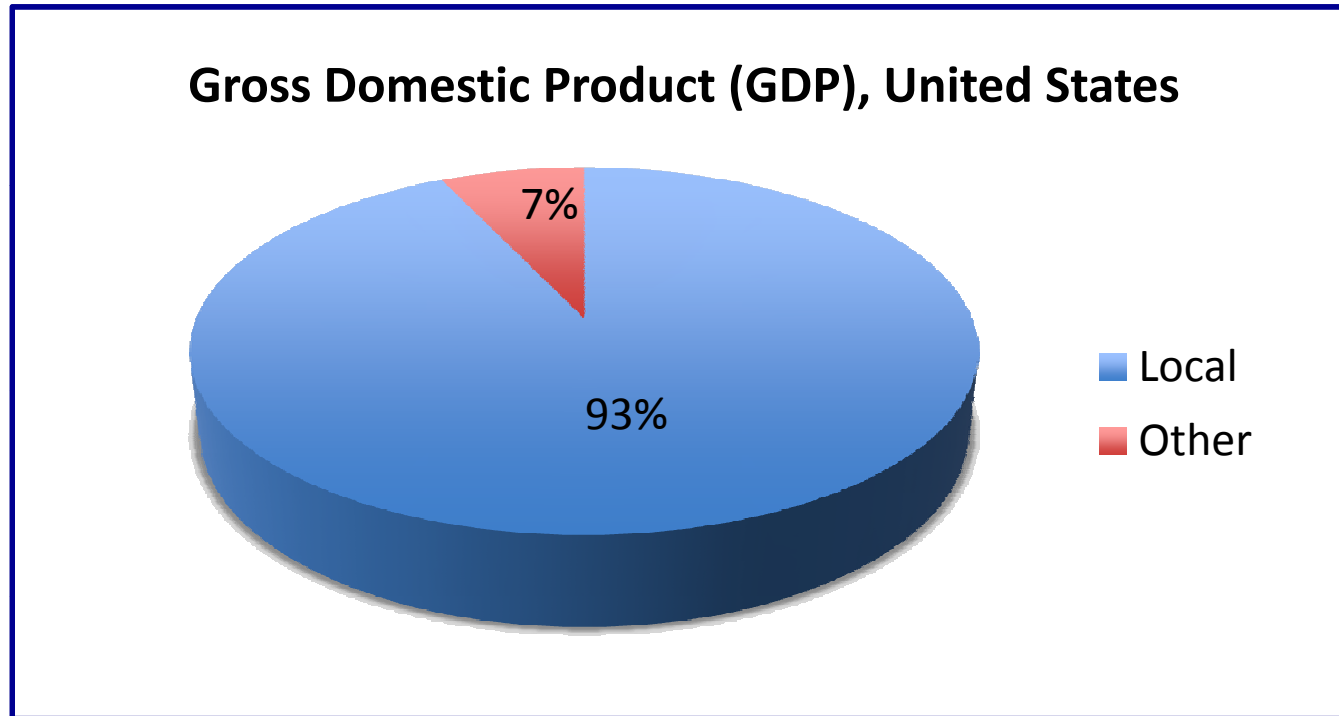
- **93% of all US GDP is sold/delivered locally!**

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

Online Activity

Media Consuption (hours per week)

- Online
- Offline

50%   50%

Search, 5%

Commerce, 14%

Surf (Content), 42%

Communication
(Email & IM), 27%

Social
(Community), 12%

- **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

citypartners
Creating Local Partnerships

5

CityPartners Network Sites (as of November 2012): CityPartners are in 33 communities nationwide - including the following City Brand sites listed below. CityPartners, "Creating Local Partnerships", one city at a time...

NEW YORK

- **Queens**

FreshMeadows.com

KewGardens.com

Douglaston.com

SpringfieldGardens.com

JamaicaEstates.com

KewGardensHills.com

FarRockaway.org

Maspeth.org

FloralPark.org

EastElmhurst.com

RegoPark.net

Elmhurst.net

RichmondHill.net

- **Staten Island**

StatenIsland.com

- **Brooklyn**

ParkSlope.com

SunsetPark.com

Gravesend.com

- **Manhattan**

GreenwichVillage.com

MurrayHill.org

- **Long Island**

Searingtown.com

EastMeadow.com

RockvilleCentre.com

Plainview.com

RoslynHeights.com

EastRockaway.com

Bethpage.com

- **Westchester**

NewRochelle.com

- **Upstate New York**

Ellenville.com

NEW JERSEY

FortLee.com

Montvale.com

Morganville.com

Hackensack.com

MICHIGAN

AllenPark.com

CityPartners Site Presence Examples

Home Page Opportunities

Several Home Page options are available throughout CityPartners sites to promote your business.

Home Page Video

- Nothing captures a web visitor's attention like a streaming video. Video can be added to the Home Page or to Directory Pages across our sites. FreshMeadows.com has a popular "Events Calendar" on the right side of the Home Page showcasing over 1,500 events per month.

Headline Stories

- 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 include links throughout the story.
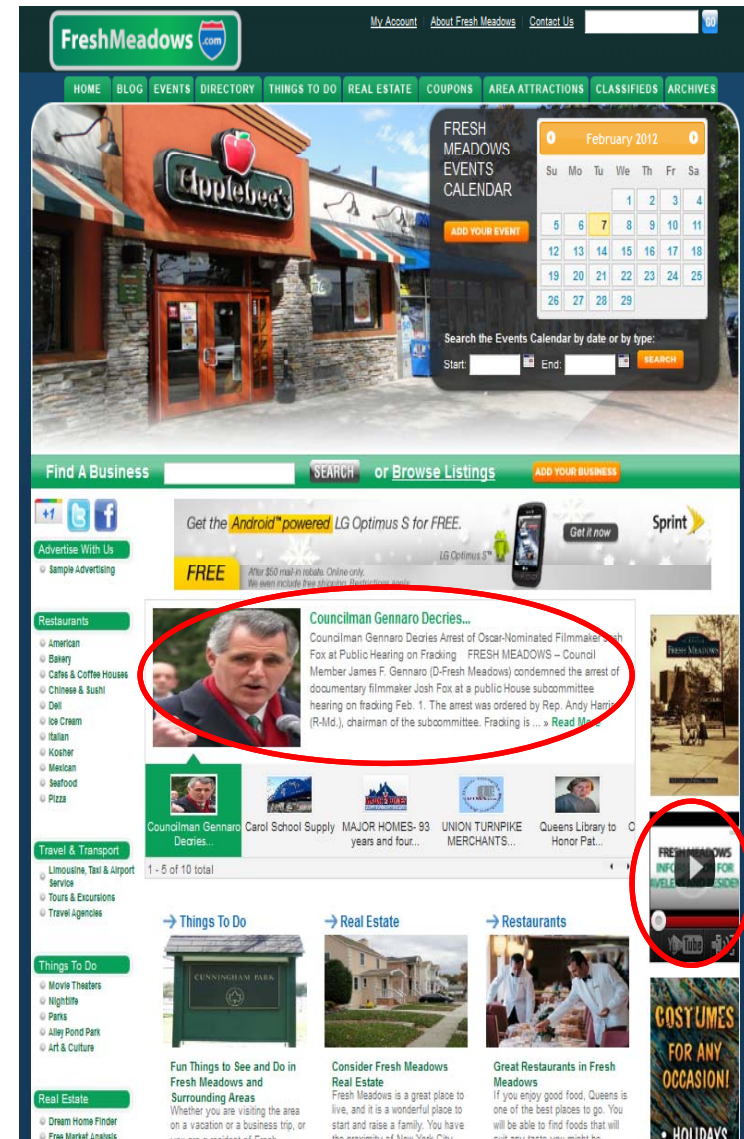
FreshMeadows.com Home Page example

CityPartners Site Presence Examples

Directory Listings

Premium Directory Upgrade Listing Includes:
- Priority Position above Standard Listings
- Your Logo on the Listings Page
- Up to 500 word description
- Up to 5 pictures
- Web Address Link
- Up to 5 resource links
- Click-through to Complete Description Page
- Company Name, Phone, Address & Email
- Local Map

Standard Directory Upgrade Listing Includes:
- Priority Position above Free Listings
- Up to 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

GreenwichVillage.com Home Page example

CityPartners Site Presence Examples

Banner Advertising

Banner advertising opportunities are available throughout the CityPartners sites 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**

- **SKYSCRAPER SIDE BANNER**

- **SMALL SIDE BANNER**

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

NewRochelle.com Home Page Example

CityPartners Site Presence Examples

Banner Advertising

Banner advertising opportunities are available throughout CityPartners sites 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**

- **TALL SIDE BANNER**

- **RECTANGLE SIDE BANNER**

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

EastMeadow.com Channel Page example

CityPartners Site Presence Examples

Directory Listings

Premium Directory Upgrade Listing Includes:

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

Douglaston.com Directory Page example

Premium Directory Upgrade Listing Page

Your Links

Your Specials

User Reviews

Your Photos

CityPartners Site Presence Examples

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!
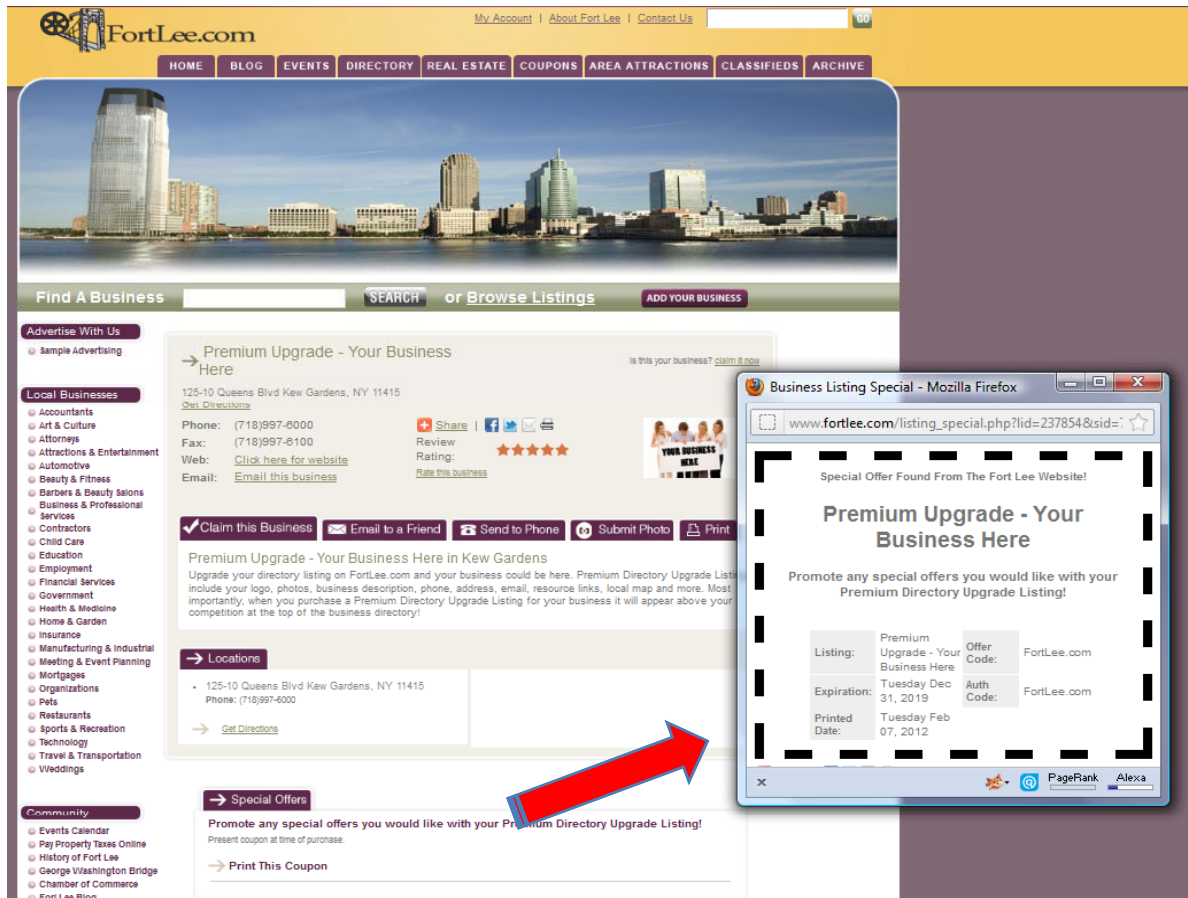
FortLee.com.com Premium Directory Upgrade Listing example

CityPartners Additional Exposure

Partnership Opportunities

- Featured partnerships are available for each of the Channel and Directory categories and are one of the most effective advertising options available.

- Our partners are more than advertisers…they are true partners. We promote partners on our sites with advertorial content, banner ads and even do feature stories and business profiles of the businesses to capitalize on both local and out-of-town visitors.

- **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
- Picture and Headline on the Home Page
- Custom Content at the Top of Chosen Channel Page
- Top Banner Ad on the Channel page
- 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

Phone:
1.800.980.4147

Display Advertising Inquiries:
Advertise@CityPartners.com

Employment:
Jobs@CityPartners.com

Blog:
Blog@CityPartners.com

Press Releases:
News@CityPartners.com

Support E-mail:
Support@CityPartners.com

Corporate Address:
125-10 Queens Blvd.
Suite 314
Kew Gardens, NY 11415

CityPartners Network Sites:
GreenwichVillage.com | NewRochelle.com | ParkSlope.com | SunsetPark.com | Gravesend.com | FreshMeadows.com | KewGardens.com|
Douglaston.com|SpringfieldGardens.com|EastRockaway.com|RockvilleCentre.com|Searingtown.com|Plainview.com|RoslynHeights.com|
EastMeadow.com | Ellenville.com |Morganville.com | Montvale.com | FortLee.com | AllenPark.com | KewGardensHills.com |
FarRockaway.com |Maspeth.org | FloralPark.org | EastElmhurst.com |RegoPark.net |Elmhurst.net |RichmondHill.net | MurrayHill.com |
StatenIsland.com | Bethpage.com | Hackensack.com|