



## MEDIA/ADVERTISING KIT

[NewRochelle.com](http://NewRochelle.com)

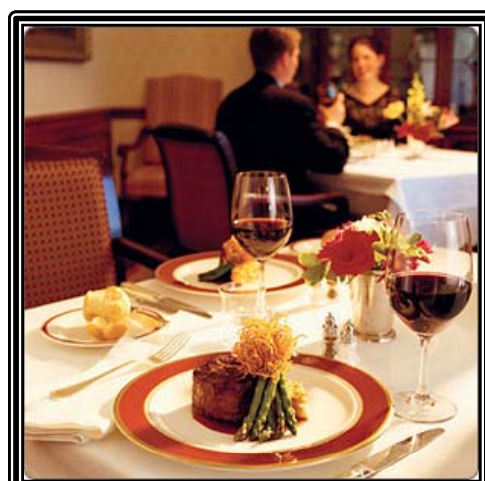
### City Partners

Phone: 914.618.3200

Fax: 800.980.4147

Email: [Advertise@CityPartners.com](mailto:Advertise@CityPartners.com)

Website: [CityPartners.com](http://CityPartners.com)





## Highlights

- NewRochelle.com provides a unique advertising opportunity for any organization looking to gain exposure to New Rochelle dynamic and unique local and visiting population.
- NewRochelle.com is a natural URL. A significant amount of our potential customers each month visit NewRochelle.com directly without the assistance of a search engine or other advertisement.
- The people behind NewRochelle.com have a combined 50 + years of online marketing experience. Our ongoing multi-tiered marketing campaigns drive continually increasing volumes of traffic to NewRochelle.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... NewRochelle.com is uniquely positioned to maximize this fact.

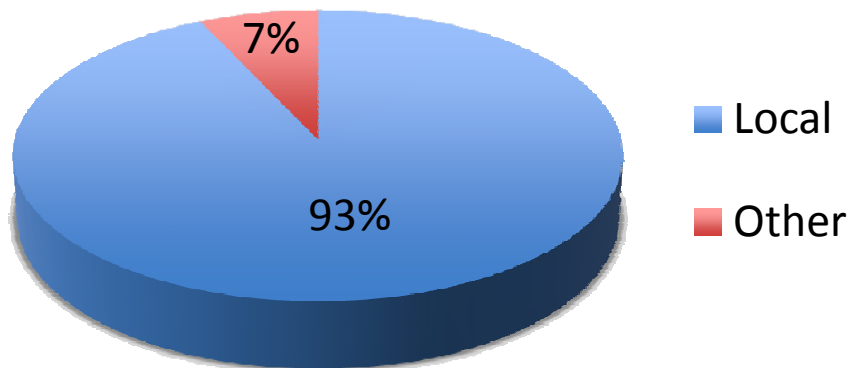


## Why “City.com” Sites are so Powerful

- **NATURAL BRANDS** – Because our visitors know the name of NewRochelle.com, a major source of our traffic is from direct visitors. With this direct “type-in” traffic (to NewRochelle.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 New Rochelle, NewRochelle.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!***

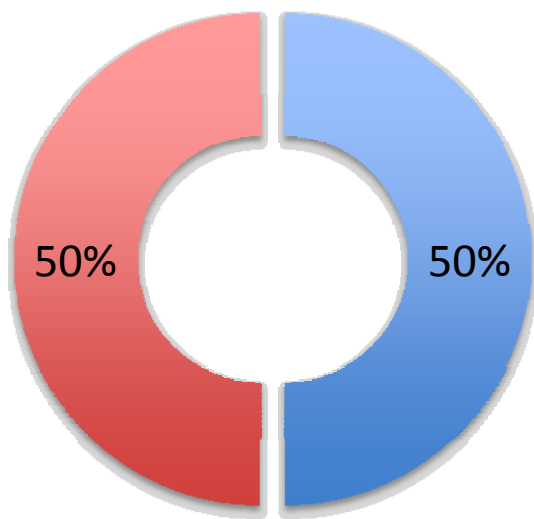
### **Gross Domestic Product (GDP), United States**



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

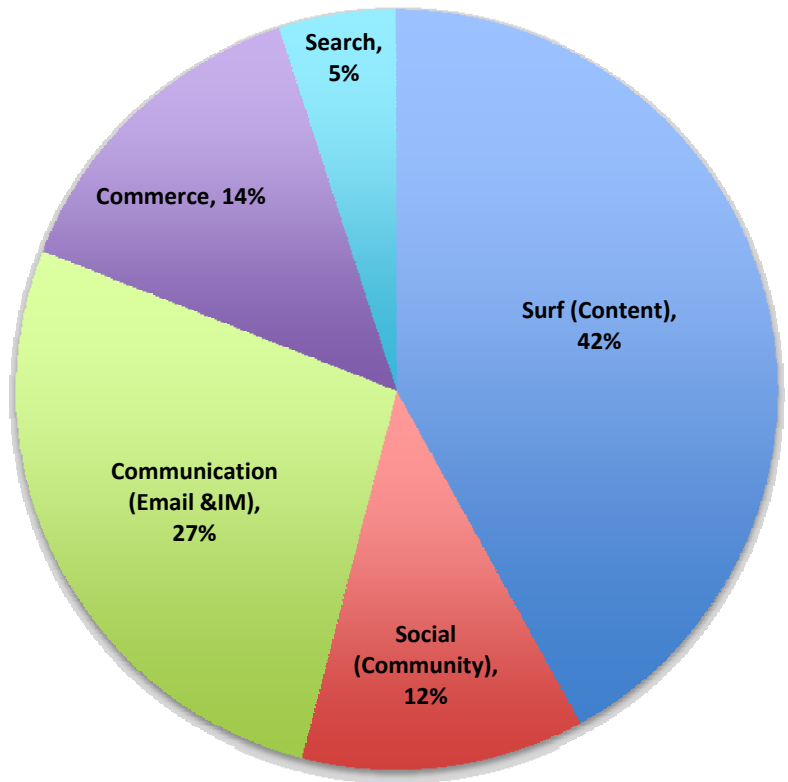
# Local Advertising ... Reach Your Customers Where They Are – Online!

**Media Consumption  
(hours per week)**



■ Online  
■ Offline

**Online Activity**



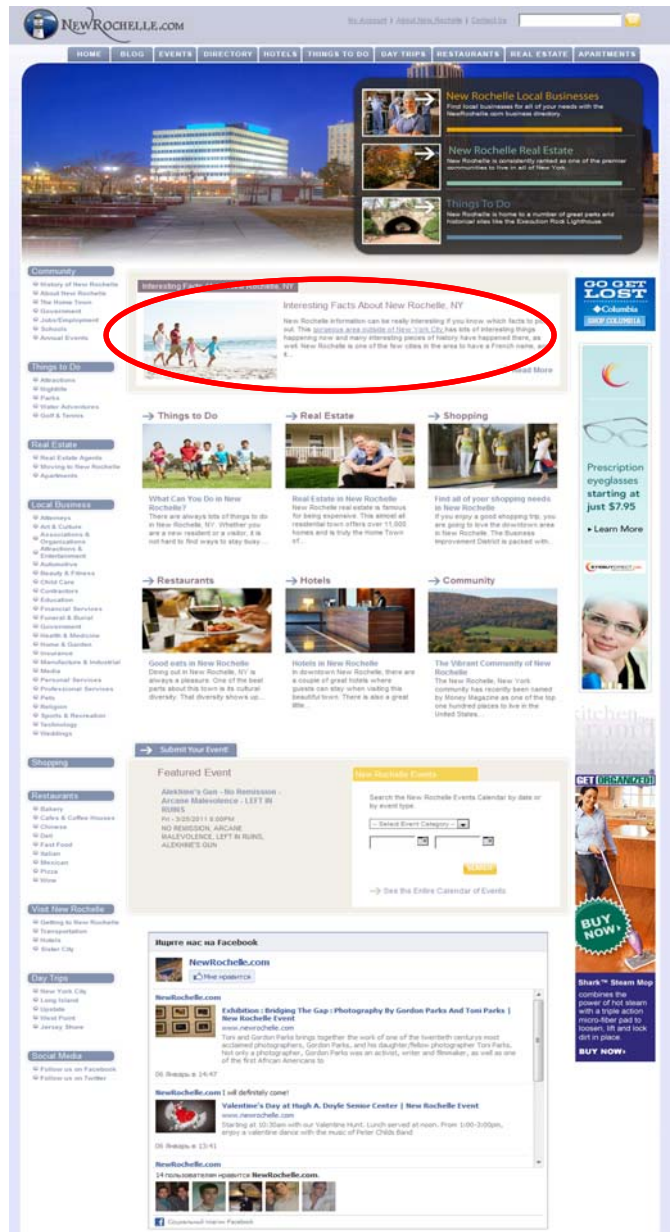
- **By spending less than 10% of their ad dollars online, local businesses are missing the opportunity to reach consumers where they spend 50% + of their time!**

Source: Jupiter Research, Online Publishers Assoc., Google

## Home Page Opportunities

### NewRochelle.com Headline Stories

- The NewRochelle.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 without breaking the bank. We display links throughout the headline story for our visitors to find out more if they are interested.







## Banner Advertising

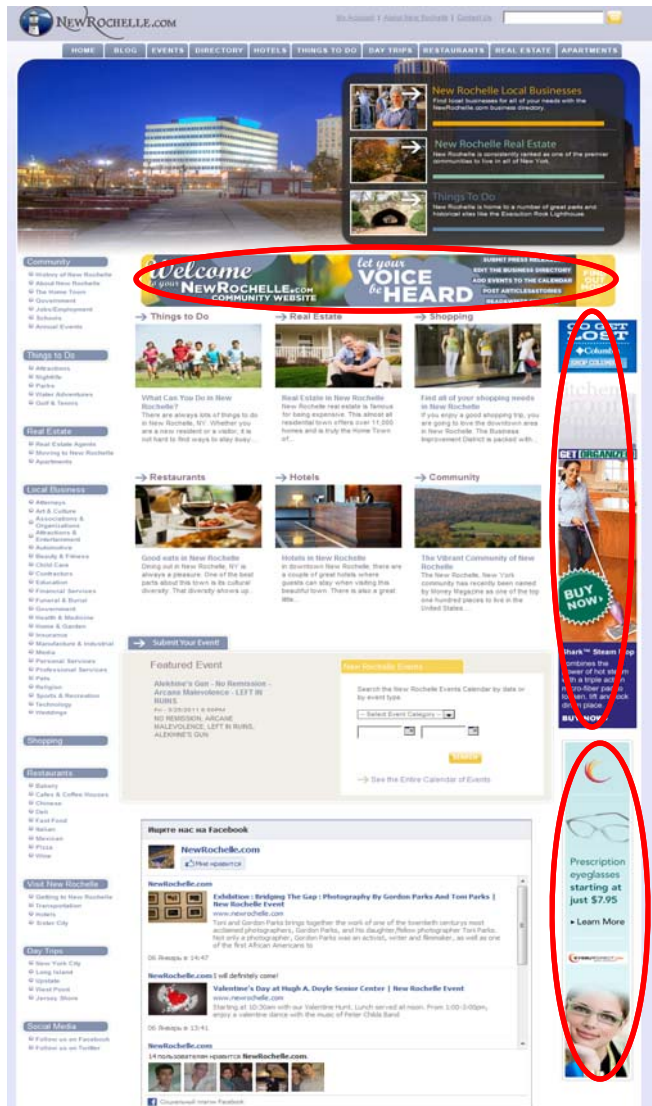
Banner advertising opportunities are available throughout NewRochelle.com and can be targeted to display with associated content.

## 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. City Guide Media can provide the artwork for \$100 per banner ad.



Example Home Page from NewRochelle.com

## Banner Advertising

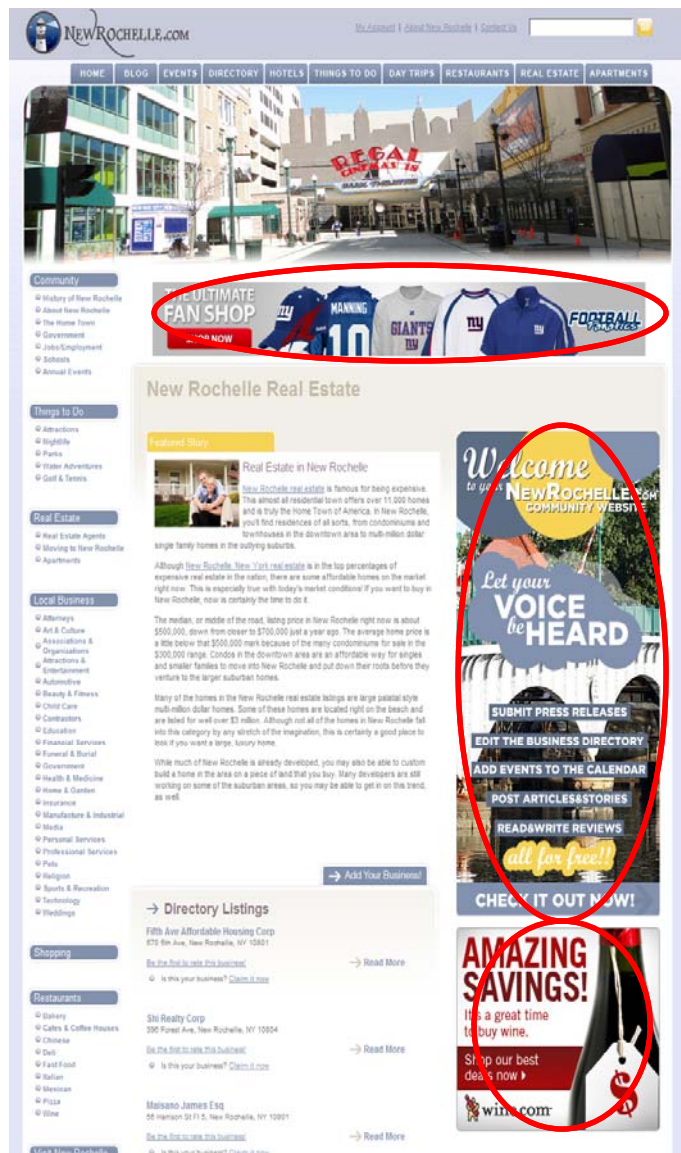
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## Channel Page

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

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Example Channel Page from NewRochelle.com



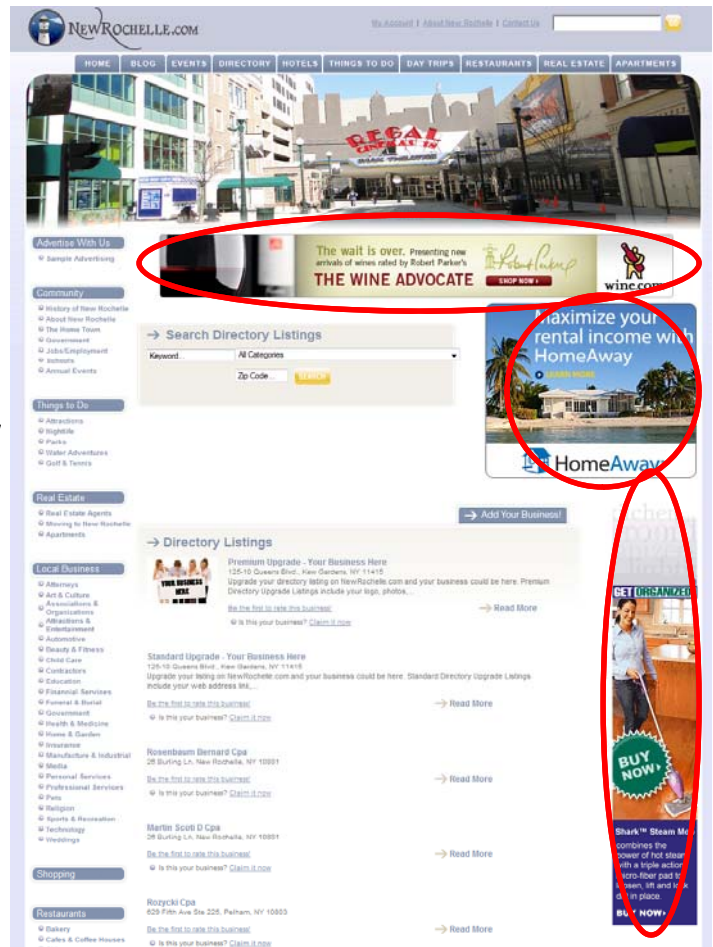
## Banner Advertising

Banner advertising opportunities are available throughout NewRochelle.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



Example Directory Page from NewRochelle.com

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# Directory Listings

## Premium Directory Upgrade Listing Includes:

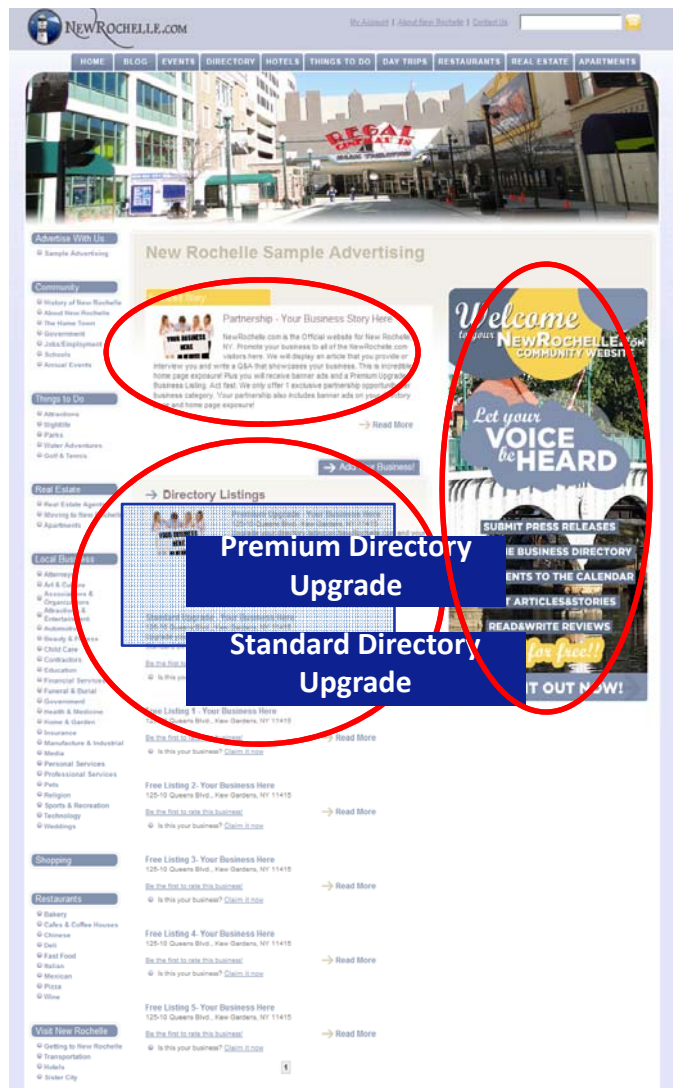
- Priority Position above Standard Listings
- Your Logo on the Listings Page
- Up to 500 word description
- Up to 5 pictures
- Web Address Link
- Up to 5 resource links
- Click-through to Complete Description Page
- Company Name, Phone, Address & Email
- Local Map

## 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



Example Premium Directory Upgrade Listing from NewRochelle.com

# Premium Directory Upgrade Listing Page

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

2477 Periwinkle Way Sanibel, FL 33957  
[Get Directions](#)

Phone: 555-555-5555 [ADD THIS](#) [Facebook](#) [Twitter](#)  
 Fax: 444-444-4444 [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 Sanibel**  
 Upgrade your directory listing on SanibelCaptiva.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**

- 2477 Periwinkle Way Sanibel, FL 33957  
 Phone: 555-555-5555  
[Get Directions](#)

→ **What's nearby**

Dining | Hotels | Shopping | Movies | Nightlife | Golf | Things To Do | Beauty & Leisure |

→ **Icon Key**

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

→ **Get Driving Directions**

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

2477 Periwinkle Way Sanibel, FL 33957  
[Get Directions](#)

Phone: 555-555-5555 [ADD THIS](#) [Facebook](#) [Twitter](#)  
 Fax: 444-444-4444 [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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→ **What's nearby**

Dining | Hotels | Shopping | Movies | Nightlife | Golf | Things To Do | Beauty & Leisure |

→ **Icon Key**

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

→ **Get Driving Directions**

→ **Resource Links**

- [SanibelCaptiva.com Home Page](#)
- [SanibelCaptiva.com Directory Page](#)
- [SanibelCaptiva.com Things To Do](#)
- [SanibelCaptiva.com Restaurants](#)
- [SanibelCaptiva.com Advertise With Us](#)

→ **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 free account](#).

→ **Listing Photos**

→ **Email This Business**

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



Your Links

Your Specials

User Reviews

Your Photos





## Partnership Opportunities

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