



**Advertising Media Kit
2008**

ABOUT US

Santa Clarita 411.com is in our eleventh year serving the Santa Clarita Valley, we are currently amongst of the largest of SCV websites. As one of the top 1% of the most visited local websites, Santa Clarita 411.com has developed into a thriving community with thousands of local Internet users. Offering a wide grange of information from local search to movie times, restaurants, wedding info, and now a local video podcast. Our website is used by thousands of local residents everyday looking for information. Due to the recent higher demand of our local search engine, Santa Clarita 411.com is expanding it's content for a greater user experience. In the very near future we will be offering more real estate information than every before, also look for some very exciting new features in 2009. Catering to our users needs is our number one goal.

>What can Santa Clarita 411.com do for your business?

Everyone knows that Internet search is out performing phonebooks, operator assistants, and all other print media. Without having your business properly indexed on the major search engines like Google, Yahoo, LIVE, & AOL you can bet customers are not finding your business online.

- Put your business in front of 100's of new eyes everyday
- Get your business higher rankings in the top search engines
- Make it a hundred times easier for customers to find you online
- Increase your market share, at a much lower cost
- Out market our competition

We are not just another website that is going to take your money and through a banner ad up on one of it's pages. Santa Clarita 411.com is dictated to helping your business grow. When you work with Internet marketing professionals it makes a big difference. We work very close with you to design an Internet marketing campaign that will deliver qualified local customers to your website, and your place of business.

>How keywords can drive traffic to your door!

Working with keyword search your business can target customers that are looking for the products or services you sell. The fact is, Santa Clarita 411.com holds more top keyword positions in more search engines than any other local website. We can leverage our top rankings in Google, Yahoo, LIVE, AOL, and MSN to work for your business and drive traffic to your door.



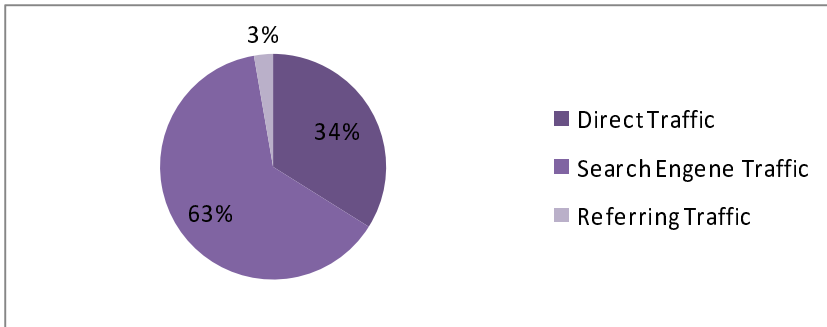
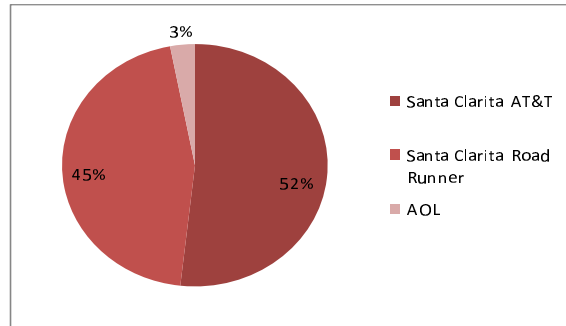
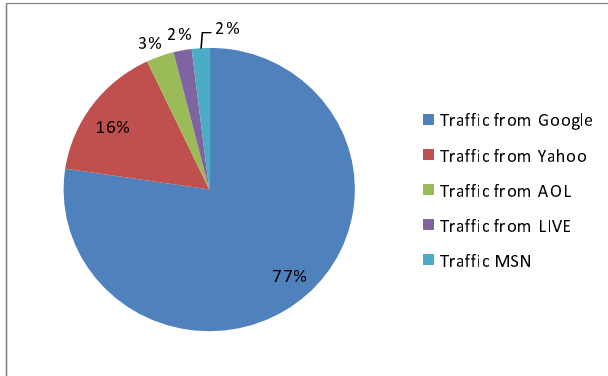
Helping you target
your customers

>Web directory

Santa Clarita 411.com is a local web directory and search engine, for over a decade local web users have been finding just what they want in our pages. It has been said by a number of our advertisers "when people find us online, they find us in Santa Clarita 411.com" Now, how can we help your business?

Connecting Your Business to More Customers!

STATISTICS



Monthly Traffic

No. of Unique Visitors	Approximately above 19,000
No. of Impressions	Approximately above 89,000
No. of Members	15,532 and counting

Site Audience

Male	38%
Female	62%
18-35	59%
36 +	41%

DIGITAL ADVERTISING

We have a number of advertisement opportunities for your business. From standard banner advertisements, to custom campaigns. Target your customers with online advertising that works with Santa Clarita 411.com.



Digital advertising can **target your customers with laser beam accuracy**. Unlike print, television, or radio, online advertising is the only media that can deliver your information to a customer when they are asking for it. The right customer, in the right place, at the right time — That is **the power of keyword advertising with Santa Clarita 411.com**. What if your business could be displayed to a customer at the exact moment they are thinking about buying the products or services you offer? What impact would that have on your bottom line?

Get results guaranteed! We connect you with buyers right here in Santa Clarita. We offer one location, with multiple digital advertising platforms that will connect you with more customers. The best thing about digital advertising is the cost, because we don't have to print or mail anything, **you save BIG TIME!**

Advertisement Opportunities



- Banner Advertisements
- Video Advertisements (TV Commercial style)
- Text Advertisements
- Keyword Target Search
- Podcast Sponsorship
- MySpace Ad Placement on Our Page
- Blog Advertisements

Every one of our advertising packages is designed to bring customers to your business. With our flexible marketing solutions you can relax knowing Santa Clarita 411.com is working hard for you. We can design an advertising package based on your needs, why spend your marketing dollars on anything that can't give you total control of who sees your ad, and when. Its time to get the results your business needs. Talk us as about direct keyword digital advertng today for your business.

100% Money Back Guarantee

100% Money Back Guarantee, if your not happy with your results from Santa Clarita 411.com in the first 90 days, we will refund every penny you have paid. Why such a bold statement? Because we deliver!

Focused on Delivering Results for Your Business!

BANNER ADVERTISEMENTS

Simple Banner Advertising

We offer a large (468x60) banner ad for one low annual rate. Your banner will have site wide rotation, and will appear at the top of all category pages, including the movie times & restaurant guide. Each banner ad includes a link to your business website.

How it works, a single ad view is displayed at the top of the page. If the user reloads or leaves the page, the ad view is over. Each time a user views a page a new ad is displayed, as a user moves around Santa Clarita 411.com they are exposed to a number of large banner ads. It is possible that your banner ad can be displayed a number of times to the same user. When a user clicks on your ad they will be directed to your business website. Your link will not be in a "pop-up", the user leaves Santa Clarita 411.com. So pop-up blockers will have no affect on how or if your website is displayed.

Large 468x60 site wide banner

Annual rate \$24.95

Size example of 468x60 digital banner ad.

Your business logo and information is designed on a banner that will have customers clicking to visit your website.

Keyword or Key Phrase Search Advertising

This is the magic of online marketing, Keyword search is simple. If someone searches for a product or service by name, that is considered a keyword or key phrase. Santa Clarita 411.com will return target information for that keyword or key phrase to the user. If you own that keyword or key phrase, your banner ad is displayed to the user. Because your ad is at the top of the page, the user will click on your ad first.

Keyword or key phrase search advertising is based on number of impressions only. An impression is a single ad view, based on the keyword or key phrase bought. This means you only pay when your ad is viewed, saving your budget for only targeted customers. Any keyword, key phrase, or business name can be used to direct visitors to your website. Each search advertising package includes 10 keywords or key phrases. Additional words or phrases can be added for small fee.

Impressions	Rate	Keywords or Key Phases
10,000	\$40	10
30,000	\$100	10
50,000	\$150	10
70,000	\$200	10
100,000	\$275	10