

LAST CALL MARQUETTE

Drink specials in one place!

2010 Media Kit



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 "Last Call Marquette"

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What is Last Call Marquette?

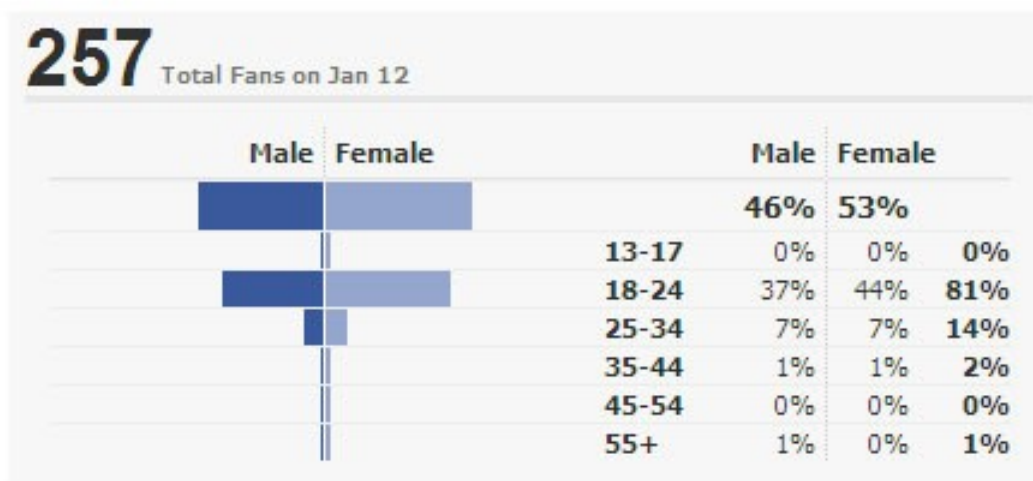
Last Call Marquette is an online-based business that compiles all the alcoholic drink specials of Marquette area establishments onto one website: lastcallmqt.com. This comprehensive bar guide has been available to the public since September 19, 2009.

What kind of traffic does Last Call Marquette get?

On average, the website gets about 1,285 visits per month with an average of about 2,730 pageviews. A typical visitor will view 2.12 pages per visit.

What is the impact of Social Networking on Last Call Marquette?

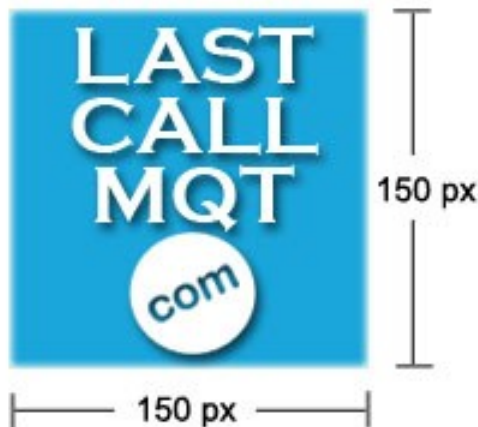
Word of mouth is the most powerful source of advertisement for almost everything these days. So naturally, social networking resources such as Facebook and Twitter play a vital role in our daily operations. Here is a break down of the fans following Last Call Marquette on Facebook.



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2010 Online Rates & Specifications



Standard Sizes

Banner Ad

450 pixels x 90 pixels

Sidebar Ad

150 pixels x 150 pixels

Banner Ads

Banner ads are displayed on eight of the pages on lastcallmqt.com (Monday through Sunday and on the Bars section). All spaces are reserved on a 'first come - first served' basis, meaning that if you are the first to buy an ad space on a page, you are listed at the top. Advertisers will be moved up when space becomes available. Standard sized banner ads are \$25.00 for 30 days per ad space.

Sidebar Ads

Sidebar ads displayed on the right-hand column are displayed on every page of lastcallmqt.com in random order (subject to change on refresh). Standard sized sidebar ads are \$50.00 for 30 days per ad space.

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Creative
Development



Designing Your Ad

An effective design makes all the difference. Last Call Marquette will work with you to perfect your design. Last Call Marquette will design your ad and if you prefer a different ad for each page purchased, we will take care of it at no additional charge. We will also update and modify ads at any time, upon your request.

*NOTE: All ads can be linked to your website or a social networking site that represents your business or organization.