

# 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 directory that compiles all the alcohol 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 3,830 visits per month with an average of about 8,775 pageviews. A typical visitor will view 2.29 pages per visit. Below is an image of the statistics from August 23, 2010 through September 22, 2010.



\*6.18% of the Pageviews are from Spams.

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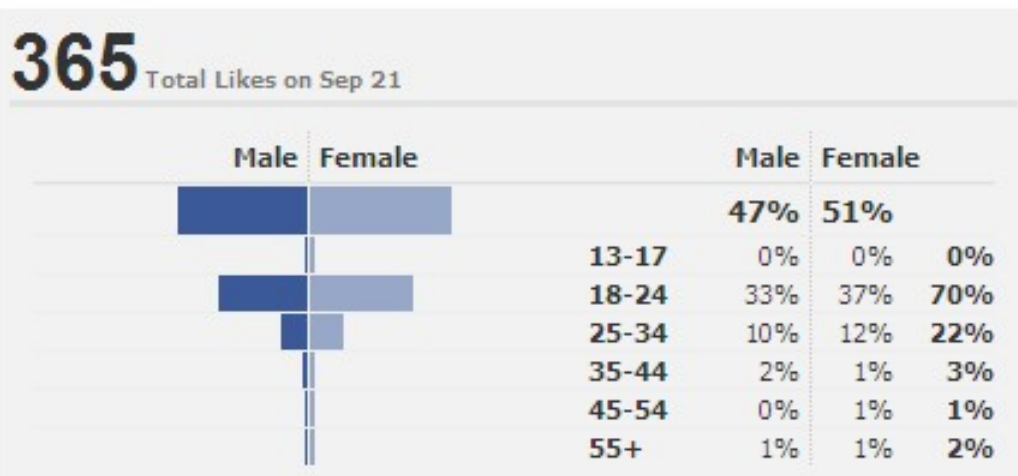
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## Last Call Marquette is Staying Connected!

Last Call Marquette recognizes the importance of staying connected with the community. We have made it easy for you to stay connected with us through social media sites like Facebook ("Last Call Marquette") and Twitter ("LastCallMqt"). We can also be found on local sites like Marquette Social and YooperLink, which are newer websites targeting Yoopers and fans of the upper peninsula.

## 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*

515 pixels x 100 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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*(continued)*



### Premium Ad Size

468 pixels x 60 pixels

### Premium Ad

The Premium ad is displayed in the header on every page of lastcallmqt.com. This is a new ad space created after the redesigning the site, because of the location and limited space, advertisers can only reserve this space for up to 3 months at a time. The Premium ad is \$75.00 for 30 days or \$20.00 for a week (7 days).

### Special Sized Ads

Depending on the ad location (the sidebar), ads don't need to stick to the standard sizes. If you are interested in different sized ads, pricing will be adjusted based on the new specifications. The size of the Premium ad cannot be changed but Sidebar ads can be.

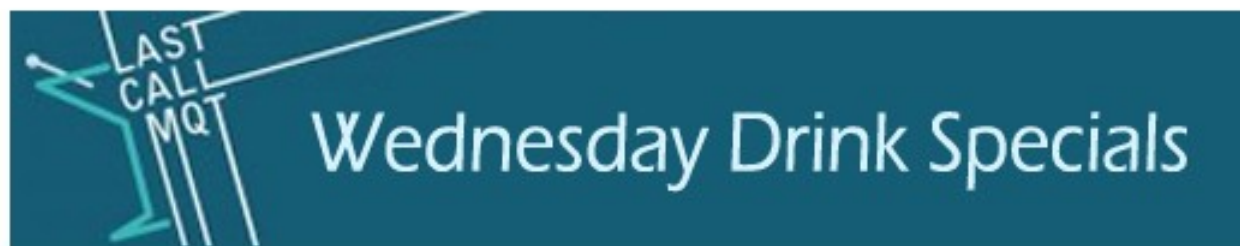
### Shot of the Week Sponsorship

The 'Shot of the Week' is a feature that started on November 24, 2009. We suggest a new shot for adults to try each week. This feature is promoted heavily through the site and social media sites each week. This is a great opportunity for bar owners to promote their bar or even pick a shot that their bar is known for. Each week costs \$15 to sponsor.

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**Creative  
Development**



## Designing Your Ad

An effective design makes all the difference. Last Call Marquette has a graphic design team that 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.