



### **What The Temecula Post IS NOT:**

It's not another confusing local directory that will sit in cyberspace, hoping that people magically find it, and the few who actually do get lost because the site is poorly planned. That market is already full. Just like you, we have no interest in it.

### **What the Temecula Post IS:**

The Temecula Post is a new sophisticated interactive website that is *very* easy to use, regardless of the user's level of internet expertise. Unlike any other web directory - here are just a few of the things that people can do when they visit:

- Find terrific **Shops, Food and Wineries**
- Discover lots of fun **Things to Do and Local Events**
- Locate **Movie and Community Theaters and Buy Tickets Online**
- Book **Hotels and Tee Time**
- Check into the **Schools and Places of Worship**
- Browse **Real Estate**
- View the **Weather** Forecast
- Connect with your community on our **Message Board**
- Add your *own* Front Page Calendar **Event Listing** - it's **FREE**
- Place **FREE Classified Ads**

..... **ALL IN TEMECULA!**

And that's just the beginning!

As we said earlier, this doesn't do much for your business unless the site is actually seen by potential customers. Here's where The Temecula Post is different. As publishers of the Temecula Post - we have a history of success in advertising, marketing, graphic design, publishing, and public relations on both coasts - including many years in the advertising department of a major NYC newspaper. As residents of Temecula- being part of a thriving community is important to us.

### **We Will Promote Your Business by Promoting Our Business**

We understand the value of promotion in the evolving market of a growing city. Our experience has taught us some successful and innovative methods to keep the site fresh and interesting in order to get visitors – and more importantly – to keep them coming back. If you haven't already seen our signs and flyers in your neighborhood, you will. We are also running ads in print, on the internet, and direct marketing. We are also teaming up with some local businesses for promotional advertising. We are members of Temecula's Chamber of Commerce - champion of local business development.

### **We Know How to Drive Traffic to the Site & Your Audience is Already Waiting**

The site's optimized pages as well as RSS feeds allow search engines to improve it's ranking. There is already a regular stream of visitors checking out our site - evident by the number of ads posted in our new classifieds section. These are real ads by Temecula residents. If we were able to reach this many readers who have chosen to register and post ads already, just think of where this is going...

### **Upscale Advertising *Without* the Upscale Rates!**

Our philosophy is If your ad looks great, your company looks great! The Temecula Post is an upscale Directory that is both visually exceptional and user friendly. A consumer's' first visual impression is very important – since it influences their decision give your company any consideration. In a competitive market it is essential to be noticed! We've created a stylish and high impact environment offering your company the professional appearance that it deserves. Take a look at our exclusive pages and you'll notice that you will not just sit in a sea of other ads - instead you'll make an elegant appearance in your own category, with your own identity. We are determined to provide our advertisers with premium advertising that is affordable. Just think... for around the cost of a couple of lattes from *Starbucks*, you could advertise for a month!

### **Modern Marketing**

The future of web marketing is here. Today, this is how most successful businesses of reach their target audience. Let us bring your company into the 21<sup>st</sup> century. Take this unique opportunity and place your ad with us today.

Best Regards,

Catherine and Doug Snodgrass,

Co-Publishers, The Temecula Post: [www.temeculapost.com](http://www.temeculapost.com), email: [info@temeculapost.com](mailto:info@temeculapost.com)

**All CLASSIFIEDS and LOCAL EVENT Listings are FREE!**

**BASIC LISTING - in your category**

Text ONLY (no Photo/Graphic)

*Includes:* •your business name •address •hours •phone number •link to your website.

*Sample:*

**YOUR BUSINESS NAME**

Your Business Address/Hours/Phone

[yourwebsite.com](#)

\$10/month

\$100/year pre-paid (you save \$20).

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**ENHANCED LISTING - in your category**

*Includes:* •your business name •photo or graphic •business profile •address •hours •phone •link to your website & email •link to your coupon or gift certificate (optional) •map directions.

*Sample:*



**YOUR BUSINESS NAME/Address/Hours/Phone**

YOUR BUSINESS PROFILE GOES HERE

[yourwebsite.com](#)

[email](#)

[coupon](#)

[map it](#)

\$20/month

\$175/year pre-paid (you save \$65).

Add a **Banner Ad** to Your Enhanced Listing for just \$20 more/month or \$200 more/year.

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**DISPLAY LISTING:**

**TILE AND BANNER AD**

**OR SKYSCRAPER AD**

Your ad(s) will appear on every category page.

Banner ads will appear at the header of each category page.

Tile or Skyscraper ads will appear in the sidebar of each category page.

*Samples:*



(tile ad)

\$50/month

\$500/year pre-paid (you save \$100).



(banner ad)



(skyscraper ad)

**BANNER AD ( ONLY )**

\$30/month

\$285/year pre-paid (you save \$75).

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## DELUXE FEATURED ADVERTISER LISTING

Limited to one appearance. Front page exclusive

*Includes:* •your business photo or graphic •business profile •address •hours •phone •link to your website & email •map directions. •Also includes an additional **ENHANCED LISTING** in your category.

*Sample:*

Featured Advertiser



**YOUR BUSINESS NAME**

***Business Tag line***

YOUR BUSINESS PROFILE HERE

**Business Address/Hours/Phone Number**

[www.yourwebsite.com](http://www.yourwebsite.com)

[email](#)

[map it](#)

\$295/one month.

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## SUBMISSION GUIDELINES

### DEADLINES:

All ads are due on the 28th day of each month prior to the posting month.

### SUBMITTING ADS:

Please **Email** all submissions to: [info@temeculapost.com](mailto:info@temeculapost.com) or you may **Fax: (253) 648-4313**.

Include a contact name and phone number.

You may choose and purchase ad listings with a major credit card (or bank account) **securely** through **PayPal** directly on the website. Go to our "Ad Rates and Guidelines" page for more info.

*Send us your:*

- 1 Business name, address and phone number.
- 2 Hours of operation.
- 3 Website and/or email address
- 4 Logo or photo - acceptable formats: jpeg, gif or png.

*They will be sized according to listing type.*

Listing sizes: (approximate)

Enhanced Ad - up to 280x280

Banner Ad- up to 800x80 pixels

Tile Ad- up to 120x160 pixels

Skyscraper Ad - up to 120x600pixels

Featured Listing - up to 400x400 pixels

- 5 Coupon - (optional) acceptable formats: jpeg, gif, png or pdf.

*We can provide a standard printable coupon with your own customized terms.*

- 6 Business profile - Up to six lines of copy (approx 600 characters including spaces).

Your business location will be "mapped" by google maps. (optional)

Supply your own business graphic/photo.

All ads include basic artwork services.

Graphic design services can be provided for an additional fee.

These rates are subject to change at anytime.

[www.temeculapost.com](http://www.temeculapost.com)

[info@temeculapost.com](mailto:info@temeculapost.com)

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