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## WHY SARASOTA DAY?

Sarasota Day is a new media company that is highlighting the unique and rarely discovered side of Sarasota, Florida.

Sarasota has always been known as a beautiful, coastal city with amazing beaches and a world-renowned arts and culture scene - but in recent years, Sarasota has begun to evolve into a creative epicenter, attracting entrepreneurs and developing a dynamic creative class.

### VIDEO FEATURES

SDAY publishes video content on multiple channels, covering everything from The Arts, Food & Drink, Current Events, Lifestyle, Style, Health and Business. Each week our video content is distributed through our website, social media channels and our email distribution list of over 30,000 subscribers.

### SOCIAL MEDIA

SDAY manages multiple social media pages to maximize distribution and co-marketing. We have a reach of well over 30,000 hyper-local fans on facebook and twitter to promote local business and events.

### SPECIAL ADVERTISEMENT

SDAY offers more options and value for advertising than anyone else in the region. A business can promote an event or specific promotion on our homepage as a 'Feature' or advertise monthly on our website with a banner advertisement. We also provide advertorial content and a professionally produced 'Experience' video that is featured in our city guide and other promotional outlets.

### EMAIL MARKETING

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#### WEBSITE

25k-30k  
UNIQUE VISITORS / MONTH



#### SOCIAL MEDIA

30,000+  
FOLLOWERS



#### EMAIL DISTRIBUTION

30,000+  
OPT-IN SUBSCRIBERS

# SDAY ADVERTISING AGREEMENT



## PACKAGE: HOME PAGE EVENT FEATURE \$599 (MAX 1 MONTH)

- What's Up! Webisode Sponsorship - Live Introduction by host or 6.5 Second Advertisement on Sponsored Webisode in the month prior to the event. (subject to availability)
- Limited to One (1) Sponsor per Webisode
- Clickable link in Description
- Effective way to Drive Traffic to a Specific Event
- 660x425 Advertisement/Feature Graphic on Home Page.
- 300x600 Advertisement in rotation on website and e-newsletter
- Promotion on website and e-newsletters for the month leading up to event
- Development of Advertisement
- Social Media Promotion

## PACKAGE: SMALL AD \$249/MO

- 300x300 Advertisement in rotation on website and e-newsletter
- Editorial Feature on website, e-newsletter and 'City Guide'
- Experience Video on website, e-newsletter and 'City Guide'
- Development of Advertisement
- Social Media Promotion

## PACKAGE: LARGE AD \$349/MO

- 300x600 Advertisement in rotation on website and e-newsletter
- Editorial Feature on website, e-newsletter and 'City Guide'
- Experience Video on website, e-newsletter and 'City Guide'
- Development of Advertisement
- Social Media Promotion

## PACKAGE: TARGETED EMAIL BLAST \$250/EBLAST

- Targeted Direct-Email Marketing to our email database
- Limited to one email per business, per day (up to 4 emails per month)
- Strategically timed emails for daytime or nighttime promotions
- The most effective way to drive traffic to a specific, aggressive promotion
- Trackable conversion and lead generation
- Development of email template

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BUSINESS NAME: \_\_\_\_\_

CUSTOMER NAME: \_\_\_\_\_

CUSTOMER EMAIL: \_\_\_\_\_

CUSTOMER PHONE: \_\_\_\_\_

BUSINESS/BILLING ADDRESS: \_\_\_\_\_

PAYMENT INFORMATION - CC#: \_\_\_\_\_ EXP: \_\_\_\_\_ CVV \_\_\_\_\_

TERMS AND CONDITIONS: All payments are processed monthly, automatically renew and can be cancelled at any time with a 30 day notice and written authorization from the customer to sarasotaday@gmail.com. All experience videos require 90 full days of payed advertising before production. All 'Deal of the Day' direct email campaigns must be paid in full before emails are sent. An advertisement affidavit can be provided via email per request of the customer. All advertisements must meet SarasotaDay.com editorial and design requirements.

*By signing this agreement, you authorize Sarasota Day, LLC to charge your credit card for payment.*

CUSTOMER SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_