



Now Introducing!



MEDIA KIT

Work. Play. Live! Our Communities Online.

**EASILY PROMOTE YOUR BUSINESS
ALL YEAR LONG FOR ONE LOW PRICE**

YOU POST IT. WE PROMOTE IT!

- ❖ Reach over 2,400 local consumers direct with our email newsletter
- ❖ Increase traffic to your website and through your doors
- ❖ Instantly promote your sales, news and events to an engaged online audience of more than 2,000 people each week
- ❖ Gain active social media followers
- ❖ Raise your profile with unlimited article, photo and video posting
- ❖ Connect with others and discover new opportunities
- ❖ Receive exclusive offers
- ❖ Get expert help and advice from other community members
- ❖ And much more!

**Contact: Cathy Berkhout-Bosse, Community Manager,
MyPelham.com and MyWelland.com
905-988-8283 email: info@mypelham.com or info@mywelland.com**

8,000+

Unique
monthly visitors

2,400+

Weekly newsletter
subscribers

54% / 46%

Male / Female

32

Average age

1,100+

Facebook fans

2,100+

Twitter followers

*And we're growing
every day!*

**We also love to
post and share
member content on:**



SHINING A SPOTLIGHT ON ALL YOU DO

Since 2009, we've been helping local businesses and community organizations receive the recognition they deserve, by boosting their visibility and building buzz about their good work.

WHO WE ARE

We're an online community of established businesses, start-ups, non-profit organizations, artists, clubs, special interest groups and other local contributors.

Regionally recognized as the go-to source for information on the people, places and events that shape our communities. We believe our energetic and comprehensive approach to community promotion – **involving everyone** – is what makes us special and draws people toward us.

- ❖ 500+ online directory listings
- ❖ 90+ business partners
- ❖ 100+ non-profit group partners
- ❖ 1,000+ events promoted
- ❖ 2,000+ articles posted

OUR AUDIENCE

Avid social media users, they love to share and participate in lively discussions on Facebook and Twitter. They're joiners, influencers, and big supporters of local culture.

DISCOVER WHY 90+ BUSINESS PARTNERS HAVE ALREADY JOINED US

"For an extremely reasonable annual fee, I am able to reach my local market weekly. I create and post my content when I want, no deadlines to meet. The staff is always helpful with co-promoting community projects and encouraging cross promotion with other MyPelham sponsors. MyPelham has been a valuable partner in growing my client base."

-Candy Ashbee, President,
Presentations Fonthill

"I am very impressed by what MyPelham.com does for the local community. They shine the spotlight on Pelham from the point of view of the locals in an interactive and positive way. MyPelham.com has got my vote!"

-Dr. Louis Albanese,
Fonthill Dental

Call 905-988-8283 or email Community Manager Cathy Berkhout-Bosse at: info@mypelham.com or info@mywelland.com

www.mypelham.com | www.mywelland.com

Follow MyPelham:     

Follow MyWelland:     

INVEST IN YOUR BUSINESS AND YOUR COMMUNITY: BECOME AN ADVERTISING PARTNER.

	Basic Level	Premium Level
Microsite (this is a mini site for your business hosted on the MyPelham.com or MyWelland.com website(s). It includes multiple pages that you can easily update as needed, to feature customized content like services descriptions, menus, coupons, weekly specials and registration forms).	YES!	YES!
Direct link to your business website	YES!	YES!
Events Calendar feature (events you post to your microsite will automatically be featured in our online events calendar)	YES!	YES!
Sales & Coupons feature (your posted sales included in our weekly subscriber newsletter and featured as coupons on the MyPelham.com/ MyWelland.com specials page(s))	YES!	YES!
Social media "shout-outs" (your promotions shared with our Facebook and Twitter audiences with linkbacks to your posting on our community website(s))	YES!	YES!
YOU POST UNLIMITED content to your microsite and we'll include it all in our weekly newsletter (includes photos, articles and video). Note: we will also post your content for you, 1 time per month.	YES!	YES!
WE POST UNLIMITED content to your microsite for you, and include it in our weekly subscriber newsletter. (Just email it to us, and we'll take care of the rest).		YES!
MyPelham/MyWelland icons provided for use on your website or blog (identify with other partners to receive special pricing, and help to spread the word about our communities online)	YES!	YES!
Logo advertising on our website (in the sidebar of your online directory category)	YES!	YES!
Advertising on our home page sidebar and throughout our website		YES!
Logo advertising in the footer of the weekly subscriber newsletter		YES!

250 500

Join MyPelham.com NOW!

Join MyWelland.com NOW!

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SPECIAL RATES

FREE online directory listing for all sectors!*

NON-PROFIT ORGANIZATIONS

MyPelham and MyWelland are proud to provide the Basic Level Partnership free for non-profit organizations that post their own content. Note: no posting support is provided with this option. Please email us at info@mypelham.com or info@mywelland.com for access.



ARTISTS AND FARMS

Please call us for rates.

COMBINED ADVERTISING PARTNERS

Add a Basic Level Partnership to any paid partnership and **save \$50** to participate in both MyPelham and MyWelland for the entire year. Note: Premium Level Partnerships are restricted to local area members.



ENHANCED DIRECTORY LISTING

Includes 1 landing page to describe your products or services, and a link back to your website. Note: the enhanced directory listing does not include content posting privileges.



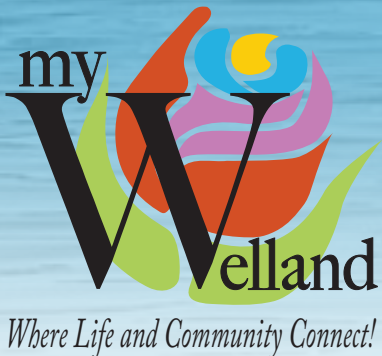
PREMIUM ADVERTISING FEATURE: LEADERBOARD AD

This is the 'big one' at the top of each page (728 x 92)

- ❖ Premium Level Partners: **\$150/quarter**
- ❖ Basic Level Partners: **\$250/quarter**
- ❖ Non-partners: **\$400/quarter**

**The free online directory includes business name, address and phone number, and is limited to 1 complimentary listing per business or organization, within their primary town or city of business. Please note: Advertising partner privileges are available to any business or organization located within the town of Pelham or the city of Welland, or any other town, whose business or activity has interest involving citizens of the town of Pelham or the city of Welland, provided they have paid the applicable annual partnership fees. Our community websites and social media platforms reserve the right to restrict advertising and events promotion based on the following criteria: 1) Complimentary 'Basic Partnerships' available to service clubs and non-profit organizations that post and manage their own content on MyPelham.com and MyWelland.com. 2) Maintaining a high-level of social media engagement by featuring a variety of interesting and relevant content that puts the needs of our audience first.*

MyPelham.com and MyWelland.com provide advertising privileges and content management for a variety of non-profit organizations, community festivals and events on a fee-for-service, or service exchange/ community partnership basis. Contact our community manager to find out more.



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