

# myNiagara

ONLINE

YOU POST IT. WE PROMOTE IT!



Under Development

## Where Life & Community Connect

# 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!**

- Instantly promote your sales, news and events to our engaged & loyal online audience of SHOP LOCAL supporters
- Raise your online profile with unlimited article, photo and video posting
- Reach local consumers direct with our email newsletter
- Gain active social media followers
- Increase traffic to your website and through your doors
- Discover new opportunities by connecting & collaborating with other social-saavy local businesses and community organizations
- Brand yourself as a Community Builder supporting the opportunity for all community sectors to collectively expand their online reach

For more information about advertising on our  
[myPelham.com](http://myPelham.com), [myWelland.com](http://myWelland.com) and [myNOTL.com](http://myNOTL.com) local networks  
please email: [info@myNiagaraOnline.com](mailto:info@myNiagaraOnline.com)

## 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. Think of us as your online bulletin board combined with a cheerleading megaphone. We share Niagara local happenings from the point of view of locals who know and love our community. Utilizing web publishing and social media networks, our social platform gives everyone in our community an incredibly easy means to get their stories, event notices, photos and videos posted and shared publicly online.

- ➔ 2,500+ online directory listings
- ➔ 2,000+ events promoted
- ➔ 2,000+ articles posted
- ➔ 125 + LOCAL Business Advertising Partners
- ➔ 100+ Non-profit Community Partners
- ➔ Business Association Partners - Welland/Pelham Chamber of Commerce, Pelham Business Association, North Welland BIA, Downtown Welland BIA, Welland Development Commission

### OUR AUDIENCE

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

## WHAT OUR PARTNERS SAY ABOUT US:

*"myPelham.com and myWelland.com has been an essential part of our businesses advertising campaign. For one great low price, we get weekly email exposure for our business and events. As well, their team of experts are helpful at sharing our events through social media outlets that have increased our online presence and improved our SEO. myPelham.com and myWelland.com is an excellent source for promotion for any small business looking to maximize their advertising budget. The results have been well worth every penny!"*

-Allison Kares, Owner, **Movement Unlimited Inc.**

*"I am very impressed by what myNiagaraOnline does for our local community. They shine the spotlight on Pelham and Welland from the point of view of the locals in an interactive and positive way. myPelham.com and myWelland.com have got my vote!"*

-Dr. Louis Albanese, **Fonthill Dental**

*"Why I love myWelland.com & myPelham.com. I get filled in on local and community events. I get inspired by the great things people in our community are doing. I benefit by reading all about businesses that publish features, sales and events. We all benefit by supporting local and we read it all here at myWelland.com & myPelham.com"*

-A.R (Andy) Glavac, CFP, EPC, **Financial Advisor**

Follow us online:



For more information about advertising  
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please email: [info@myNiagaraOnline.com](mailto:info@myNiagaraOnline.com)

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

FREE online directory listing for all sectors! All LOCAL Businesses are provided with a free online directory listing that 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.

Advertising services are available to any business or organization that has paid the applicable annual sponsorship fee as outlined below:

### BASIC PACKAGE: **\$250** – *Self Service/Limited Support Option*

- ✓ Direct link to your business website included in our Business Directory
- ✓ Microsite (this is a Mini-site for your business hosted on one of our local network sites. It includes multiple pages that you can easily update as needed, to feature customized content like product/service descriptions, menus, coupons)
- ✓ WE POST for you 1x per Month and/or YOU POST UNLIMITED content to your microsite and we'll include it all in our weekly newsletter
- ✓ Events Calendar feature (events you post to your microsite will automatically be featured in our online events calendar)
- ✓ Sales & Coupons feature (your posted sales included in our weekly subscriber newsletter and featured as coupons in specials section)
- ✓ Social media "shout-outs" (your promotions shared with our Facebook and Twitter audiences with linkbacks to your posting on our community website(s))
- ✓ Logo advertising on sub-pages of our website and in the sidebar of your online directory category

### PREMIUM PACKAGE: **\$500** – *Full-service support*

In addition to our Basic Services listed above:

- ✓ 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.**
- ✓ Logo advertising on HOME PAGE of our website AND included on sub-pages of our website AND in the sidebar of your online directory category
- ✓ Logo advertising in the footer of our weekly subscriber newsletter

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## SPECIAL RATES

### NON-PROFIT ORGANIZATIONS **FREE**

myNiagaraOnline is proud to provide free Basic Level Partnerships to non-profit organizations that post their own content. Note: no posting support is provided with this option. Please email us at [info@myNiagaraOnline](mailto:info@myNiagaraOnline) for access.

### ARTISTS AND FARMS

Please call us for rates.

### COMBINED ADVERTISING PARTNERS **\$200 basic / \$400 premium**

Purchase a Package on a 2nd myNiagaraOnline local network site & save 20%

### ENHANCED DIRECTORY LISTING **\$100**

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**

## SOCIAL MEDIA MANAGEMENT

myNiagaraOnline now offers Social Media Packages to simplify your online marketing! View our myNiagaraOnline Social Media Packages

## SPECIAL EVENT PACKAGES

*myNiagaraOnline.com provides online marketing services for a variety of non-profit organizations, community festivals and events on a fee-for-service, or service exchange/ community partnership basis. Contact [info@myNiagaraOnline.com](mailto:info@myNiagaraOnline.com) and we'll design a special campaign package for you!.*