

ADVERTISING MEDIA KIT 2010

Table of Content

1. Overview of advertising	02
- Five types of services provided by <i>Phoenix.org</i>	02
2. "All in One" ad package	02
- Temporary Home Page Banner Ad	02
- Featured <i>Phoenix.org</i> Yellowpage Listing	03
- One Featured Article	04
- Custom Business Page	04
- Business Coupons	05
- Gift Certificates	06
3. Display ads (banner ads)	09
4. Newsletter Sponsorship	10
5. Business Reviews	10
6. Website Design	10



OVERVIEW OF ADVERTISING

Phoenix.org has put together the perfect advertising package for any size business in or near Phoenix, Arizona. When you decide to partner with us we will make sure that you will receive more than what you bargained for. Many companies do all they can to sell advertising to local companies like yours but then do nothing to ensure that the advertising is effective. At *Phoenix.org* we go the extra mile to ensure that each and every month we provide you with unsurpassed local advertising which will bring you local customers and local sales.

Phoenix.org offers five different types of advertising for businesses in Arizona:

1. "All in one" ad package.
2. Display & Banner Advertising
3. Newsletter Sponsorship
4. Paid Business Reviews
5. Simple Website Design

THE "ALL IN ONE" AD PACKAGE

By far our most common package is our "All in one" *Phoenix.org* ad package. This package quite honestly knocks the socks off of any other local online advertising that you will ever find (and we are not saying that lightly). The "All in one" *Phoenix.org* ad package includes the following services to your business.

Temporary Home Page Banner Ad

At the bottom of the main portion of the homepage you will find a maximum of 16 thumbnail sized banner ads. When a new advertiser signs up with *Phoenix.org* the first thing that we do is take one of those home page ads and put your logo on it. We then link that ad to either your website directly or to other areas in our site that feature your company in greater depth. Your ad will remain up until it has cycled through all of the 18 positions (with each new advertiser on *Phoenix.org* your ad will move up one space until it will be removed after it has moved 18 times. This will typically last 1-2 weeks total). This is a home page banner ad on one of the valleys most trusted websites as a way of welcoming you to the *Phoenix.org* family!





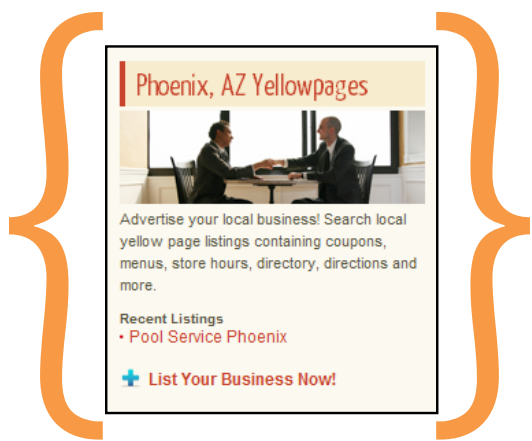
This is an example of a temporary home page thumbnail banner ad. They typically go at the bottom of the main portion of the page, above the start of the footer. There will be as many as 16 temporary home page banner ads at any one time.

Featured Phoenix.org Yellowpage Listing

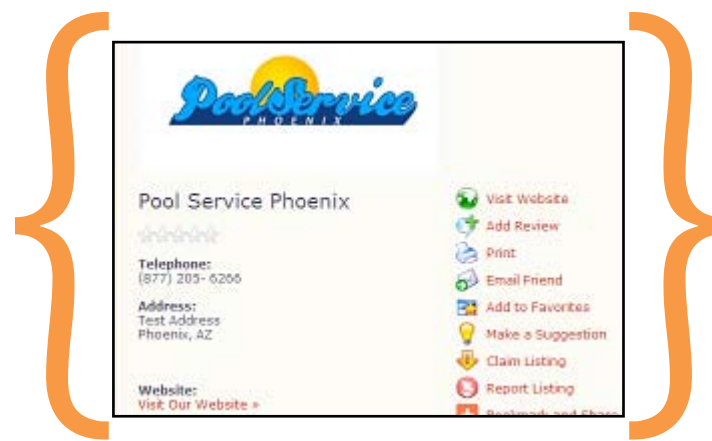
Phoenix.org has an internal yellow pages or service directory. A featured listing in the yellow pages is normally up to \$50/month but it is included free with the “All in one” package. Your featured yellow pages listing on Phoenix.org includes many details about your business including inclusion in as many as three categories, business contact information, links to your website, fax information, maps to your business, pictures, your business logo, customer reviews and many more options.

When you sign up for the yellow pages we will temporary feature your business on the homepage of **Phoenix.org** under the “Yellow Pages” section.

To see a complete list of the options that are available with a featured **Phoenix.org** yellowpage listing visit: <http://phoenix.org/yellowpages/compare.php>



This is what the temporary home page feature for yellow pages looks like. The featured company is “Pool Service Phoenix”.



This is what a sample yellow pages listing looks like. The listing is also for “Pool Service Phoenix”. As you can see there is plenty of information as well as multiple links back to your website. (This listing has been reduced in size. To see the full size listing please visit <http://phoenix.org/yellowpages/pool-service-phoenix-8.html>)

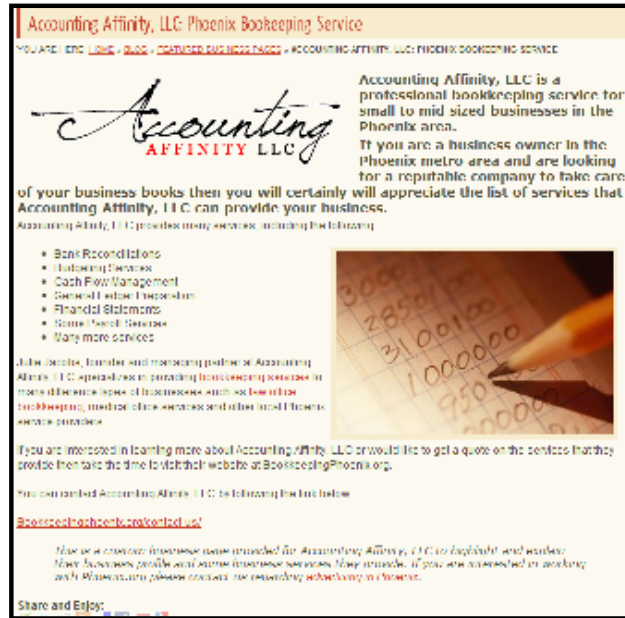
One Featured Article

As part of our *Phoenix.org* "All in One" ad package we also will write and publish a featured article all about your business. This article will be linked to from the home page of *Phoenix.org* and will be read by many local Phoenix residents. This article will not only be featured by *Phoenix.org* but it will also rank well in all the major search engines so you will not only get traffic to it from *Phoenix.org* but you will also get search engine traffic visiting it directly when visitors type in keys words regarding the services that you provide.

Custom Business Page

Your custom business page is similar to a yellow page listing. In order to build this page our writers will visit your website and learn about your company. If you don't have a website we will call you on the phone to get information (we can build you a website if you like, minimal extra charge required). We will then build a custom information page all about your business. This page will have whatever information you want on it such as pictures of your business, your company logo, a write up about what you do, your contact information and of course links to your main website.

Like all the pages that we will create for you, your custom business page will be ranked in the search engines and will bring you traffic directly from search as well as traffic from visitors to *Phoenix.org*.



Accounting Affinity, LLC: Phoenix Bookkeeping Service

YOU ARE HERE: [Home](#) > [About](#) > [CONTACT BUSINESS PAGE](#) > ACCOUNTING AFFINITY, LLC: PHOENIX BOOKKEEPING SERVICE

Accounting AFFINITY LLC

Accounting Affinity, LLC is a professional bookkeeping service for small to mid sized businesses in the Phoenix area.

If you are a business owner in the Phoenix metro area and are looking for a reputable company to take care of your business books then you will certainly will appreciate the list of services that Accounting Affinity, LLC can provide your business.

Accounting Affinity, LLC provides many services, including the following:

- Bank Reconciliations
- Payroll Services
- Cash Flow Management
- General Ledger Maintenance
- Financial Statements
- Home Based Services
- Many more services

John Decker, President and Managing Partner of Accounting Affinity, LLC, specializes in providing bookkeeping services in areas of the metro area of businesses such as law firms, bookkeeping, medical clinic services and other small business service providers.

If you are interested in learning more about Accounting Affinity, LLC or would like to get a quote on the services that they provide then take the time to visit their website at [BookkeepingPhoenix.org](#).

You can contact Accounting Affinity, LLC by following the link below:

[BookkeepingPhoenix.org/contact-us!](#)

There are a number of images used attached for Accounting Affinity, LLC to highlight and describe their business profile and some of the services they provide. If you are interested in working with Accounting Affinity, LLC or would like to get a quote on the services that they provide, please contact us at [BookkeepingPhoenix.org](#).

Share and Enjoy:

This is a sample featured article. Naturally the size has been reduced and normal article takes up an average page on *Phoenix.org*



Business Coupons

There is really no other word to describe our coupons section but “Awesome”! When you add a coupon to the coupons section on **Phoenix.org** you can ensure you are getting a great service. Our software allows viewers to easily search through our coupons, looking for things that they are interested in. When they find the coupon they want they are able to email it to themselves, send it to their cell phone via a text message, or even call you directly with a click of a button. It’s great! **Phoenix.org’s** coupon area of our website receives thousands of viewers on a regular basis.

As you can see from the pictures below, customers are able to interact with the coupons in a variety of ways including texting it to themselves, emailing it to themselves, posting it on facebook, click to call directly and even featuring the coupon on their twitter page.



With our coupon software you are able to track everything including how many people call you, text you and even email the coupon to themselves. All the information is saved so you can go back to it and verify or re-contact people that have already contacted you if you wish.

Gift Certificates

Yes, we have awesome gift certificates that allow you to specify a certain number of gift certificates that you want available for purchase via **Phoenix.org** each month. For example, if you are a day spa you will be able to offer \$100 certificates for \$50 each. As the publisher, **Phoenix.org** will take a cut of each certificate that is sold, typically 20%-30% so with a \$50 certificate you will get \$35-\$40 in revenue from each certificate sold. Since you limit how many dollars worth of certificates are sold each month you don't need to worry about ever selling too many. You also don't need to worry about printing or mailing them, we take care of it all!

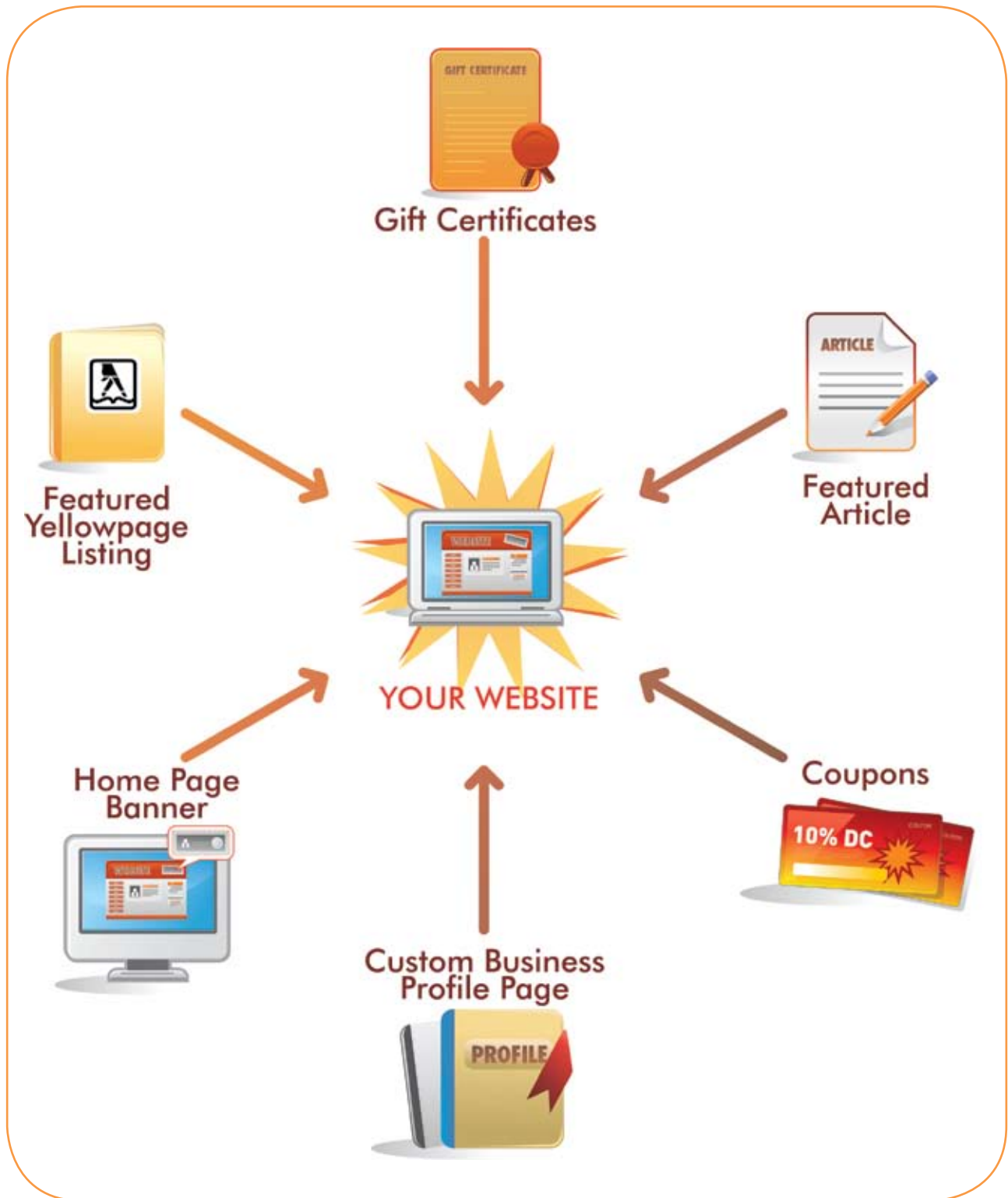
To insure that the certificates that you are receiving from customers are valid you simply need to call a 1-800 number on the certificate and enter in an 8 digit code. If the certificate is valid you will receive a message notifying you. This is an internal protection that **Phoenix.org** has put in place to ensure that you will never have to honor invalid gift certificates.

save up to 35% on these restaurant gift certificates.

	<p>Anastasio's Ristorante \$25.00 Gift Certificate 129 Wooster Street New Haven, CT 06511</p>	<p>Only \$16.50 Buy Now</p>  <p>7 available</p>
	<p>Biagetti's \$50.00 Gift Certificate 7 Campbell Avenue West Haven, CT 06516</p>	<p>Only \$34.50 Buy Now</p>  <p>20 available</p>

There you have it, the "All in one" ad package by **Phoenix.org**. Six awesome ways that **Phoenix.org** works to make sure that your relationship with us is effective and produces great results. Each of these methods are able to stand alone as great ways to advertise any local business but all 6 of them combined ensures that you will be completely thrilled with your partnership with **Phoenix.org**.





Some benefits of Phoenix.org's "All in one" advertising package.

1. Search engine visitors will find your custom *Phoenix.org* pages using search engines.
2. Visitors to *Phoenix.org* will read the articles about your company.
3. You will get numerous links to your company website (up to 20 links). These will help your company's website rise in the search engines.
4. Cost conscious consumers will find your company in our "coupons" section.
5. Complete tracking of everything (including clicks, calls, and text messages).
6. Can sell gift certificates directly from our website without worrying about printing them, mailing them or marketing them. You don't do anything but get paid when they sell!
7. Respect that comes with having a front page ad on *Phoenix.org*.

So, how much will this cost? It sounds like it would cost an arm and a leg, it includes 6 separate ways to contact your company, visitors from search engines, visitors from *Phoenix.org*, it includes tracked calls, tracked clicks, tracked text messages, it includes two full length articles about your business, a yellow page listing, a home page banner on *Phoenix.org*, coupons, and gift certificates. Well stop worrying, the team at *Phoenix.org* has made this service more affordable than you would ever expect.

The total cost for *Phoenix.org*'s "All in one" advertising package is only \$200 per month. In addition to such a small monthly cost you are also able to cancel at anytime without any cancellation fees! Only a company that truly knows the value of what they are selling is able to give that promise. We want you to be a happy advertiser on *Phoenix.org* or no advertiser at all and we work to ensure that you are happy. In addition to the \$200 per month there is a flat \$4 per month fee for unlimited telephone calls and text messages (via the coupons section) and a one-time, non-refundable \$49 set-up fee to get you started.

ONLY \$200/MONTH!

If you are interested in purchasing the "All in one" advertising package or if you have any additional questions please call our office at your convenience.



BANNER ADS

Phoenix.org has a handful of options when it comes to display ads on our site. We have 6 smaller 125x125 display ads that run along the top of every page of our site (number 1 below) as well as a large 260x250 single front page ad that also is shown on almost every page (number 3 below). In addition to those, we also have a 415x100 display ad that is only on the bottom of the homepage (number 5 below).

Display ads (also called banner ads) with an attractive and catchy picture are a great way to generate visits to your website as well as you brand your business in the minds of residents of the Phoenix valley. Each of our ads refreshes with each new pageview often totaling hundreds of thousands of impressions on the eyes of potential customers per ad, per month!

The advertising rates of these banner ads vary depending on the time of the year and number of visitors that *Phoenix.org* is receiving. If you are interested contact us for more details.

See our homepage picture to the right for more information on the location of banner ads on *Phoenix.org*.



NEWSLETTER SPONSORSHIP

Phoenix.org send out a weekly newsletter to over 10,000 residents in the Phoenix valley. Each newsletter has up to 5 sponsors. The cost to sponsor a newsletter is currently \$300. Each sponsor will have a 125x125 display ad in the newsletter. This display ad will link to the website of the sponsor.

Newsletter sponsorships are currently unavailable.

BUSINESS REVIEWS

Phoenix.org occasionally reviews local businesses. We will then write an article on the experience and post it on the front page of *Phoenix.org*.

If you are interested in having your business reviewed then please contact us for more information.

WEBSITE DESIGN

So, what if you don't have a website yet? (or are not seeing results from the one you have)

Well, the first thing that *Phoenix.org* would like to say is that you are seriously missing out on putting money in the bank for your business. Each and every year more and more people are going to the internet looking for services. Phone books are quickly going the way of the dinosaur and are just so dang expensive for the piddly returns they are supplying currently.

A well designed and optimized website is almost a license to print money now-a-days.

But it is so complicated!

Typically that used to be true. Building a website used to be only the first step when came to internet marketing. After that there was finding a quality host, dealing with down time, endless link building, fiddling with code, submitting your website to search engines, finding efficient ways to advertise your site, swapping links with other sites, creating word of mouth, endless emails back and forth to your "web guy" and don't forget the ridiculous bills as well and so much more, what is a business owner to do!



Phoenix.org has changed all that (at least for local Arizona businesses). We offer a special deal with clients that don't have a website or clients that want another website when they sign up for our **"All in One Ad Package"** for \$200/month. For an addition \$50 per month we will provide you with a **BRAND NEW WEBSITE!** We are not talking about a 1995 website with pixelly graphics and outdated functionality. The websites that we provide our advertisers are beautiful and functional works of art complete with contact forms, SEO optimized pages, and eye-catching pictures. Each website that we build is hosted by us, maintained by us, renewed by us and loved by us. Each site has up to 6 pages.

In short we will give you a wonderful website for a small cost of \$50 per month. No set up fees, no renewal fees, and no hosting fees.

What if I already have a website that I like?

Well, why not build one more? Having twice as many sites out there doubles your chances of your site being one of the websites that your potential customers find. It's kind of like when you go fishing, there is always that one guy who takes it way too seriously and has 4-5 poles in the water at once, he always seems to be the guy that catches the most fish.

We often recommend that local businesses have more than one website and use one for their main site and other(s) site as a lightweight lead generation site. You can have your business name, contact info and logo on each site.

We have local clients that have multiple sites built by *Phoenix.org* and they are more than happy with the results of it.

What if I want changes to the site that you build?

Here is where the disclaimers come in. At *Phoenix.org* we pride ourselves on having top-notch customer service but when we build a complete site from the ground up, charge you \$0 in setup fees and then only charge you \$50 per month we have to have draw the line somewhere. Each time that you want a change done to your website you will be billed a conservative \$39 per hour with a 1/2 hour minimum.

The good news is that each of our sites are built on a wordpress platform and this platform allows easy and simple updates by the business owner, so if you just take a little time to learn the easy system chances our you will not need our work at all.

How long is the contract?

There is no contract. You can cancel at any time for any reason and not pay any cancellation costs. In the event that you do chose to cancel, **Phoenix.org** will retain ownership of your website, domain name and the hosting account and everything will go back to how it was before.

Is this package available to me even if I am not going to buy the “All in One Ad Package”?

Unfortunately not, we are mainly an advertising website and we want to remain that way. We do not consider **Phoenix.org** as a web designer, we just do it to help out clients that don't have websites yet but recognize the value of our ad packages and want to take advantage of them. If you just want a website built but don't want to take advantage of what is truly the best online advertising package in all of Arizona then unfortunately you will have to find someone else to build your site.

Two sample site that you can have a look at:

BookkeepingPhoenix.org & PhoenixPlumbing.org

As you can see, **Phoenix.org** has made it our #1 priority to ensure that our advertising options greatly benefit local Arizona businesses. Whether you are looking for the hardcore company branding that comes with a front page display ad, or the new traffic and visitors that will come with our “All in One” ad package, we are sure that your business will be greatly benefited by working with **Phoenix.org**. **Phoenix.org** is the only thing that local business owners need to do to market their business in the online world.

Running a business is tough work, don't throw away marketing dollars online with fly-by-night companies that take your money but never provide results. **Phoenix.org** provides results. Don't take a risk on companies that require you to sign long term contracts (a sure sign of a company that anticipates that you will be unhappy with their service and wants as much money before that point as possible). **Phoenix.org** has no contract length and no cancellation fees.



Give the professional team at ***Phoenix.org*** a chance to take your online business advertising to a new level.

If you have any additional questions or concerns do not hesitate to contact us today!

Phoenix.org

Troy Hallewell

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1-623-321-3482 (Direct Line)

1-888-524-6096 (Toll Free)

1-480-264-0610 (Fax Line)