

FIREBRAND MEDIA DIGITAL MARKETING SOLUTIONS
TARGETED MEDIA

OCinSite
.com

Laguna Beach Independent
"Our Town-Our Paper"

NEWPORT BEACH
Independent
"For Locals, by Locals"



2011 Gold Program - Digital Solution \$950/month

A TITLE banner on the following sites:

- OCinSite.com - Over 30,000 visits per month, ad spec 728x90 (w x h)
- LagunaBeachIndy.com - Over 25,000 visits per month, ad spec 468x90 (w x h)
- NewportBeachIndy.com- Over 15,000 visits per month, ad spec 468x90 (w x h)

Details:

- Premium location above the fold
- Estimated # of *banner impressions: 10,000
- Featured business listing on directories page
- Banner promotion in one Firebrand Media weekly newsletter
- Mobile coupons on the OCinSite Real Deals app
- Loyalty program on the OCinSite Real Deals app

Title Banner

Located at the top of the web page

Specifications
OCinSite.com
728x90

Independent
Websites
468x90

w x h

2011 Silver Program - Digital Bundle \$650/month

A TOWER/BOX banner on the following sites:

- OCinSite.com - Over 30,000 visits per month, ad spec 160x600 (w x h)
- LagunaBeachIndy.com - Over 25,000 visits per month, ad spec 300x250(w x h)
- NewportBeachIndy.com- Over 15,000 visits per month, ad spec 300x250 (w x h)

Details:

- Premium location above the fold - top right position
- Estimated # of *banner impressions: 10,000
- Mobile coupons on the OCinSite Real Deals app
- Loyalty program on the OCinSite Real Deals app

Located at the top right position of the web page

Specifications
OCinSite.com
160x600

Independent
Websites
300x250

w x h

Tower/Box Banner



2011 Bronze Program - Digital Bundle \$380/month

A TOWER/BOX banner on the following sites:

- OCinSite.com - Over 30,000 visits per month, ad spec 160x600 (w x h)
- LagunaBeachIndy.com - Over 25,000 visits per month, ad spec 300x250(w x h)
- NewportBeachIndy.com- Over 15,000 visits per month, ad spec 300x250 (w x h)

Details:

- Estimated # of *banner impressions: 10,000
- Mobile coupons on the OCinSite Real Deals app
- Loyalty program on the OCinSite Real Deals app

Located in the middle right position of the web page

Specifications
OCinSite.com
160x600

Independent
Websites
300x250

w x h

Tower/Box Banner

2011 Zinc Program - Digital Bundle \$250/month

A TOWER/BOX banner on the following sites:

- OCinSite.com - Over 30,000 visits per month, ad spec 160x600 (w x h)
- LagunaBeachIndy.com - Over 25,000 visits per month, ad spec 300x250(w x h)
- NewportBeachIndy.com- Over 15,000 visits per month, ad spec 300x250 (w x h)

Details:

- Estimated # of *banner impressions: 10,000
- Mobile coupons on the OCinSite Real Deals app
- Loyalty program on the OCinSite Real Deals app

Located in the lower right position of the web page

Specifications
OCinSite.com
160x600

Independent
Websites
300x250

w x h

Tower/Box Banner



ADDITIONAL DIGITAL MARKETING OPPORTUNITIES

- EVERYSCAPE VIRTUAL TOUR TECHNOLOGY STARTING AS LOW AS \$400/YEAR
- FEATURED BUSINESS LISTINGS STARTING AT \$300/YEAR
- CUSTOM E-BLAST TO THE FIREBRAND MEDIA DATABASE, CALL FOR QUOTE
- SPONSORED EDITORIAL IN E-NEWSLETTER \$75/WEEK, BASED ON AVAILABILITY
- E-NEWSLETTER BANNERS \$75/WEEK
- OCINSITE REAL DEAL OFFERS, TRADITIONAL REVENUE SHARE PROGRAM
- OCINSITE REAL DEAL COUPONS AND LOYALTY PROGRAM, ONLY \$29/MONTH

FREQUENTLY ASKED QUESTIONS

Q: WHAT ARE VISITS?

A: Visits are the number of times a website has been visited during a specific time period.

Q: WHAT ARE UNIQUE VISITORS?

A: Unique visitors are the number of individual (unique) visitors in a specific time frame.

Q: WHAT ARE PAGE VIEWS?

A: Page views are the actual number of pages viewed on a website, i.e. a user goes to five pages on a website, equaling one visit and five page views.

Q: WHAT ARE AD IMPRESSIONS?

A: Ad impressions are the number of times an ad is displayed on a website.

Q: WHERE DO MY ADS APPEAR?

A: Firebrand Media owns multiple news and lifestyle websites, the OCinSite.com, LagunaBeachIndy.com the NewportBeachIndy.com. Your ads will appear in a rotation on all three site, giving your ad maximum exposure on the web.

Q: CAN FIREBRAND MEDIA HELP BUILD MY ADS?

A: Yes, the fee for banner design is \$50/banner.

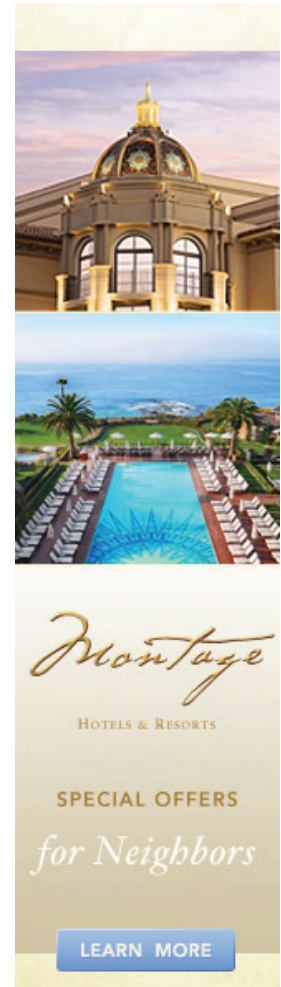


How to Create Effective Banner Ads

1. Look at other banner ads—Every single day, you come across banner ads on the various websites you visit. Take some time to sit back and truly study the different banner ads you see. Ask yourself: Would I click on this ad if I was in their target audience? What works with this ad and what could be better? Researching banner ads is integral to finding the formula that works best for you.
2. Clearly state your message—Have one clear message on your banner ad. It can be something as simple as “Save 25% when you order today!” Your banner ad is going to be small enough as it is, so the less clutter, the better.
3. Use clean, readable design—Keep your design clean and easy to read. There are too many banner ads with poor combinations of background color and text color, making the copy difficult to read. Your copy (main message) should pop out immediately from the advertisement. Anything that distracts from the message needs to be removed.
4. Create a compelling call to action—No one is going to click your banner ad unless you give them a reason to do so. Tell the viewer exactly what you want them to do. If you want them to call you now, say: “Call 555-5555 today to get your free sample.” If you want them to sign up for your newsletter, say: “Click here now to sign up for your free newsletter.” You get the idea.
5. Follow up banner ads with action on the website. The worst thing that could happen to your banner ad campaign is that you get a great click through rate, only to realize that your website is failing to cash in on the visitors. Banner ads are only effective if they are supported by rock solid backend programming that converts eyeballs to sales. Also find a way to track your clicks to help improve your ads in the future.
6. Keep file size small—Avoid flash banner ads if at all possible. While flash ads might seem more aesthetically pleasing, the truth is that they take longer to load and viewers won’t watch the entire ad cycle through. Instead, create a simple gif or jpg that loads quickly, getting your message out instantly.

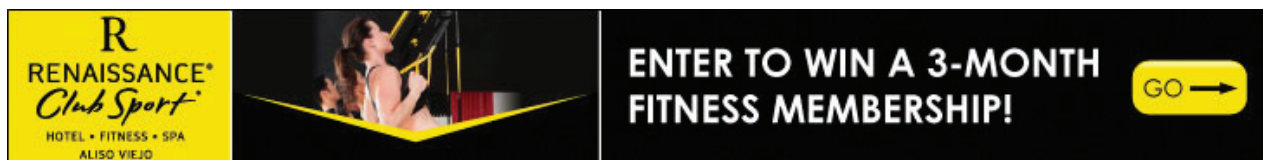
Firebrand Media’s design department is happy to help assist you with banner design. The fee for banner design is \$50 per banner.

For more information, call 949-715-4100 and ask for the design department or email artdept@firebrandmediainc.com



EXAMPLE OF A EFFECTIVE BANNER AD:

EXAMPLE OF A EFFECTIVE BANNER AD:



WEBSITE ADVERTISING INFORMATION

TECHNICAL ONLINE SPECIFICATIONS

We accept images in GIF, PNG and JPG formats only.
Animated banners are limited to a maximum of two rotations.

DELIVERY INFORMATION

SUBMITTING YOUR AD

Ads can be submitted in any one of three following ways:

1. Mail/overnight delivery
2. Via our FTP site
3. E-mail (Not to exceed 5MB in size)

By mail or overnight delivery, please send your ad (please include a suitable content proof) to:

AD COORDINATOR

Attn: OCinSite
346 N. Coast Hwy
Laguna Beach, CA 92651

CONTACT INFORMATION

AD COORDINATOR

You may also e-mail your artwork to
Natalie Johnson at: natalie@firebrandmediainc.com

ART QUESTIONS

Contact art dept. with any artwork questions:
artdept@firebrandmediainc.com

Please check with your ad coordinator to receive prior approval before sending your ad via e-mail. The ad coordinator will provide you the proper e-mail address.

Firebrand Media LLC maintains an FTP site to support advertisers in the quick and easy electronic delivery of digital ad files. FTP is a simple way to transmit large files over the Internet.

FTP LOG ON CREDENTIALS:

Contact: Scott Sanchez at: scott@firebrandmediainc.com

Upload your files to the OCinsite.com Folder > Ads. *Please put your business name in the file name, i.e. *firebrand.jpg*

BANNER AD DESIGN

Banner ads can be produced by our design team at a rate of \$50/banner. Proofs will be submitted for approval. Two rounds of design changes are made at no charge; additional design adjustments will be billed at \$75/hr

