

# MEDIA KIT

*The #1 local website serving our  
local Texas communities of  
Spring and The Woodlands!*



SPRINGWOODSONLINE

It's All Right Here.



# Find the customers that are trying to find you.

Be a part of a great local resource that works hard to drive business to your front door. Through pinpointed marketing and useful content, SpringWoodOnline.com is the right solution for identifying profitable customers and directing them to you.



**SPRINGWOODSONLINE**  
It's All Right Here.

# Build Awareness. Drive Traffic. Capture Leads.

As a part of SpringWoodsOnline.com, your content and advertisements are exposed to the residents of Spring and The Woodlands, Texas – prime targets and potential customers for your business. Whether you offer professional services, dining, shopping or entertainment experiences, accommodations, or you want people to attend your events, SpringWoodsOnline.com offers a unique approach to reaching the local audience.

With distribution targeting the most qualified prospects, this important resource is the #1 website focused on our Texas communities of Spring and The Woodlands with the specific purpose of bringing customers and businesses together.

## SpringWoodsOnline.com is the local answer.

Produced by the company that owns and operates industry-leading websites TourTexas.com, TourLouisiana.com, EscapeToTheSoutheast.com and others, SpringWoodsOnline.com focuses on generating leads for your business including names, postal and email addresses along with traffic to your website and your social sites (like Facebook and Twitter) and, of course, calls and visits to your business – all trackable and all at your fingertips.

With the new influx of residents and workers to our area in the next two years, SpringWoodsOnline.com is the choice for connecting customers and businesses.

## Contact Us Today!

**SpringWoods@AJRMediaGroup.com**  
**713.942.7676**

## All Clients Receive These Standard Features:

- Full contact information, including phone number and email address
- A link to your website
- Unlimited calendar and event listings

## Participation Levels Include:

### Bronze Level

- Includes Standard Features
- Main Page (up to 300 words total)
- 1 Color Logo
- 1 Color Photo

### Silver Level

- Includes Standard Features
- Main page and 1 sub-page (up to 600 words total)
- 1 Color Logo
- 3 Color Photos
- 3 Hyperlinks
- Leads Retrieval

### Gold Level

- Includes Standard Features
- Main Page and 2 sub-pages (up to 1,000 words total)
- 1 Color Logo
- 5 Color Photos
- 6 Hyperlinks
- Leads Retrieval

### Platinum Level

- Includes Standard Features
- Main Page and 3 sub-pages (up to 2,000 words total)
- 1 Color Logo
- 12 Color Photos
- 12 Hyperlinks
- Leads Retrieval



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## Reach the right customers at the right time.

Your content and advertisements + SpringWoodsOnline.com media products = increased response and improved results.

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Proudly and exclusively represented by



AJR Media Group  
25132 Oakhurst Drive,  
Suite 201  
Spring, Texas 77386  
Phone: 1.855.GoToAJR  
Fax: 713.942.0277  
Email: SpringWoods@AJRMediaGroup.com  
www.AJRMediaGroup.com/SpringWoods

# RATES

## ADVERTISING RATES

All clients are eligible to pay for up to 50% of their annual contract amount with trade (product, gift certificates or gift cards). *Interact with your account executive for complete details.*

ALL RATES NET.



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### RATES

#### CONTENT (Annual Rates)

|          |         | Monthly |
|----------|---------|---------|
| Bronze   | \$348   | \$29    |
| Silver   | \$600   | \$50    |
| Gold     | \$1,068 | \$89    |
| Platinum | \$1,500 | \$125   |

#### Options

|          |      |     |
|----------|------|-----|
| • Coupon | \$60 | \$5 |
| • PDF    | \$60 | \$5 |
| • Video  | \$60 | \$5 |

#### EXCLUSIVE CONTEST (Quarterly) database of entrants included

|  |         |     |
|--|---------|-----|
|  | \$1,475 | n/a |
|--|---------|-----|

#### NEWSLETTER (Sent monthly to 100,000 residents)

|                                |         |     |
|--------------------------------|---------|-----|
| Featured Spotlight             | \$1,250 | n/a |
| Exclusive Banner - 300px/250px | \$700   | n/a |

#### BANNERS Width/Height (Monthly)

|                               |       |      |
|-------------------------------|-------|------|
| Med. Rectangle – 300px/250px  | \$180 | \$15 |
| Leaderboard - 728px/90 px     | \$120 | \$10 |
| Wide Skyscraper – 160px/600px | \$120 | \$10 |
| Mobile Leaderboard            | \$60  | \$5  |
| Rectangle – 180px/150px       | \$60  | \$5  |

*Banners are sold in 25,000 impression-increments. In the event that the impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered. Limit of 6 banners in each position (18 banners total) may be purchased for each product/service in a 12-month period.*

#### STAND ALONE EMAIL BROADCASTS (priced per thousand)

|                    |      |     |
|--------------------|------|-----|
| 0 – 50,000         | \$67 | n/a |
| 50,000 – 1,000,000 | \$54 | n/a |

# Additional Integrated Options

## Community Spotlights

Highlight your business on the home page of SpringWoodsOnline.com. With a limited number of positions available each month, the Community Spotlight is the place to stand out from the crowd.

## Exclusive Contest

Each month, thousands of SpringWoodsOnline.com customers visit the website to enter the exclusive contest. As a result, the client featured in the contest not only receives high-value exposure to those customers, but also all of the entrant information, including coveted and valuable email addresses. Additional exposure for the client is received through a mention and link in the monthly eNewsletter.

## Web Banners

Target and acquire the customers you need by placing your banners on SpringWoodsOnline.com. With a variety of creative sizes, you will keep your business top-of-mind with customers. Ask about taking all banner positions for selected time periods for a special promotion for your organization.

**eNewsletter** (sent monthly to over 100,000 residents in and around Spring and The Woodlands)

### » Exclusive Banners

As the only advertising banner in each edition of the SpringWoodsOnline.com eNewsletter, this prime position is sure to grab the attention of everyone who opens the eNewsletter.

### » Featured Spotlights

With the option of including an image, creative copy and links, this exclusive position is the “main attraction” of each eNewsletter.



For more information including pricing and availability, contact us today!

**AJR** | MEDIA  
GROUP

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