

New Advertiser Package

Contact

Name: _____ Date: _____
 Company: _____ Phone: _____
 Address: _____ E-mail: _____
 Address: _____ Website: _____

TRIAD LOCAL VISITORS & NEW RESIDENTS GUIDE

PIEDMONT LOCAL MONTHLY

<input type="checkbox"/> ½ Page Listing	Rate/mo: \$ _____	<input type="checkbox"/> Full Page Listing w/ Cover	Rate/mo: \$ _____
<input type="checkbox"/> Full Page Listing	Rate/mo: \$ _____	<input type="checkbox"/> ½ Page Ad w/ Cover	Rate/mo: \$ _____
<input type="checkbox"/> Map Adjacent	Rate/mo: \$ _____	<input type="checkbox"/> Basic Ad Size _____	Rate/mo: \$ _____
<input type="checkbox"/> Inside Cover (add 25%)	Rate/mo: \$ _____	<input type="checkbox"/> Inside Cover (add 25%)	Rate/mo: \$ _____
<input type="checkbox"/> Back Cover (add 50%)	Rate/mo: \$ _____	<input type="checkbox"/> Back Cover (add 50%)	Rate/mo: \$ _____
<input type="checkbox"/> Dedicated Email option	Rate/mo: \$ _____	<input type="checkbox"/> Real Estate	Rate/mo: \$ _____

DETAILS

<input type="checkbox"/> Triad Local / Dedicated Email <input type="checkbox"/> Triad Local / Piedmont Local Special Co-Op Rate <input type="checkbox"/> OUR Local Media App Listing or Coupon / Special Offer: \$ _____	<ul style="list-style-type: none"> • Placed in over 100 Piedmont Hotels 3,000 – 5,000 people per hotel per mo. • Total of as many as 500,000 monthly • Placed in top Apartment Communities • New residents package for Realtors • Mailed to new residents moving to the Triad for work • Exclusive visitors guide distributed by High Point Market Authority (75,000 visitors) 	<ul style="list-style-type: none"> • TriadLocalNC.com website • Maps (interactive) • Business Profile Pages • Residential Sales / Rental listings • Realtor self postings • Email blasts to > 29,000 locals • Online Deals with mobile platform • Triad Axis Savings Cards • Over 700 distribution points in 7 Counties
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EXTRAS

<input type="checkbox"/> Triad After Work Social (\$500) <input type="checkbox"/> Dedicated Email Blasts (\$10/1000) (\$50 Set up) <input type="checkbox"/> SMS Mobile Platform (\$50/mo. plus ____cents/txt) <input type="checkbox"/> SMS Loyalty/Birthday Platform (\$75/mo. plus ____cents/txt)	<ul style="list-style-type: none"> • 75 – 250 local professionals attend • Business Expo Style with Exhibitors • Custom Email blast • 12,000 – 30,000 subscribers • Kiosk • Online sign-up forms 	<ul style="list-style-type: none"> • TriadAfterWorkSocial.com • Beer & Wine Provided • Email lists for different categories • Social Media postings • Unlimited Keywords • Social media data collection
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BILLING OPTIONS

Total Due: _____ Card No.: _____
 Type: Check / Visa / MasterCard / American Express Expiration: _____
 Frequency: One-time / Monthly / Quarterly / Other Security: _____
 Signature: _____ Signature: _____

Proposed revenue generation from New Residents & Visitors

#1a Hotels occupancy AVERAGES: 3,000 to 6,000 monthly visitors

#1b Apartment Communities number of residents AVERAGES: 300 – 900 residents

#2 How many hotels are near your business? _____

#3 How many apartment communities are near your business? _____

--- What % of people do you expect to come in from the Local Business and New Residents Guides?

From the... #4a Hotels _____ #4b Apartments _____

#5 What is the Average amount spent per customer \$ _____

#6 What return do you like per \$1 spent in Advertising \$ _____

#7 Proposed Our Local Media Rate \$ _____

example – 4 hotels / 4 apartments / .5% of visitors / 5% residents / Spend \$30/visit / triple ad return

		Min	Max	Example
A	Total number of hotel guests near by per month (#1a x #2)			12k – 24k
B	Total number of luxury apartment residents near by (#1b x #3)			1200 - 3600
C	Potential customers per Hotel from expected % (#1a x #4a)			15 – 30
D	Potential customers/visits per Communities from expected % (#1b x #4b)			15 – 45
E	Potential customers from closest Hotel from expected % (A x #4a)			60 – 120
F	Potential customers/visits closest Community from expected % (B x #4b)			60 – 180
G	Revenue per Hotel (C x #5)			\$450 – 900
H	Total Revenue from near by Hotels (G x #2)			\$1800-3600
I	Revenue per Apartment Community (D x #5)			\$450-1350
J	Total Revenue from near by Apartments (I x #5)			\$1800-5400
K	TOTAL \$ for Hotels and Communities (I + J)			\$3600-9000
L	Advertising Budget from Hotels / Apartments from ROR (K / #6)			\$1200-3000

M	Proposed Our Local Media Rate			\$575
N	# of customers to Break Even (M x #5)			19
O	# of customers for desired Rate of Return (N x #6)			58
P	% of total guests/residents near by to get desired return (O / (A + B))			.21%-.44%
Q	% of Guests from 1 hotel to break even (N / #1a)			.32%-.64%
R	% of Residents from 1 community to Break even (N / #1b)			2.13%-6.39

Notes from the data

You only need (N) _____ customers to break even from the advertising package

You need (O) _____ customers to get your desired Rate of Return at an average of _____ spent/visit.

There are (A-) _____ to (A+) _____ visitors per month staying near your business viewing our guides.

Basically you need (P x 1000) _____ of every thousand visitors or residents staying near by to get your ROR

If you're focusing on 1 hotel, you need (Q x 1000) _____ to _____ per every thousand people to break even.

For residents, people are creatures of habit. If they come to your business when they move near by. Your place would become one of their regular destinations. You need just (N) _____ visits from the (B) _____ residents near by to break even without any visits from hotel visitors.