

MYMURRIETA MEDIA KIT

DIGITAL ADVERTISING OPPORTUNITIES

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*Please contact us for pricing and availability.

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OVERVIEW and HISTORY

Since 2006, myMurrieta.com has been a community resource with information on local businesses, dining and restaurants, organizations, community events, opinion articles, parks and recreation, utilities, emergency services, and more. Site membership is free, as are the vast majority of services offered. Most of the site consists of user contributed information. To further promote community involvement, several sections include social media integration and user commenting.

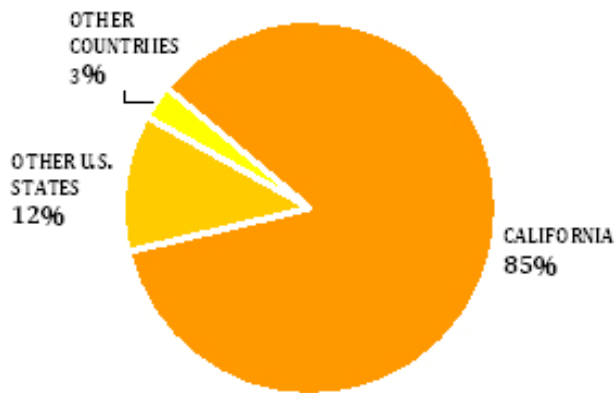
Business is one of the myMurrieta cornerstones. The site provides opportunities for businesses to promote themselves through the business directory, community events calendar, announcements and classified ads sections.

STATISTICS

- Nearly 1 million links to myMurrieta from other sites
- 7,000 – 10,000 page views per month
- Over 4,100 pages
- About 3,000 businesses in the directory
- About 1,000 registered members

VISITOR DEMOGRAPHICS

- 88% New Visitors
- 99% English Language
- 16% Mobile Devices



*myMurrieta.com is a spam-free environment. All user contributed content is moderated by a person before being published. Only relevant, community-appropriate submissions are approved.

DIGITAL ADVERTISING OPPORTUNITIES

ADVANTAGES

All myMurrieta ad spaces include these advantages.

- **Established Target** – Our target audience is a known quantity. You are marketing to regionalized visitors.
- **Increase Sales** -- Increase traffic to your website and increase sales.
- **Brand Awareness** -- Increase your identify with thousands of residents and business owners
- **No Competition** -- We do not allow competing organizations to advertise simultaneously. If there's ever a question, you will make the final decision.
- **Affordable** – We offer very competitive pricing and minimal term requirements.
- **Ad Creation Included** -- We'll create your first ad at no charge.
- **Massive Exposure** – Ads are displayed across the entire site. Not just a few pages. Your ad is displayed on thousands of pages. It will be seen.
- **Fair Positioning** -- We don't play favorites. Ads are randomly positioned within their designated area.
- **Your Website Reputation May Improve** - We allow our site's reputation to follow the link to yours – we don't enforce a "no follow" rule like many others. Your reputation and rankings may improve in Google, Bing, Yahoo and Ask.
- **Sponsor Status** – Advertisers receive myMurrieta sponsor status. Your business listing receives the MM sponsor badge and increased exposure. Your listing also receives priority positioning in the directory at the top of search results.

OPTIONAL FEATURES

All myMurrieta ad spaces support these advanced options.

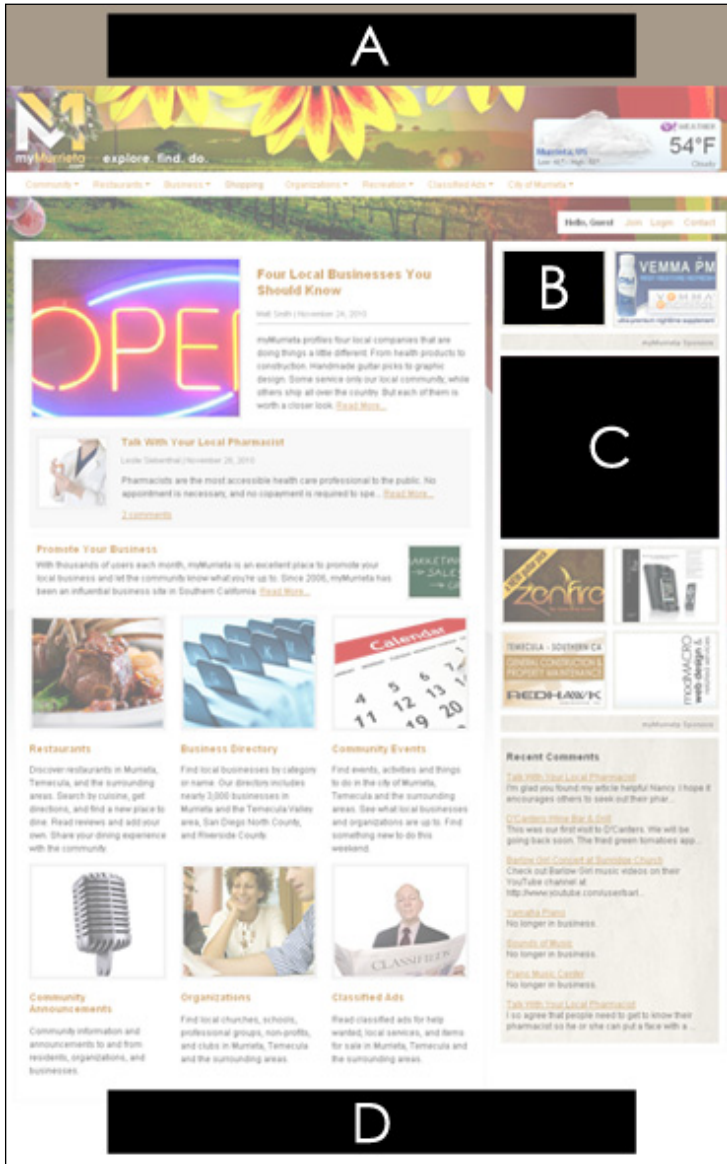
- **Auto-Rotation Feature** – With auto-rotate, you can have up to 5 different ads running in your space. Allowing you the opportunity to [capture attention with varying messages, multiple promotions, or different graphics](#). The system will automatically rotate through your ads as visitors move from page to page.
- **Ad Analytics** – With analytics, you will know how often your ad is viewed and clicked. [Tracking performance allows you to gauge when it's time to change the ad, try a new promotion, or leave it along](#). Analytics are especially powerful when combined with auto-rotate. Know what works and change what doesn't.

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AD SPACE FORMATS

A. TOP BANNER

[728 x 90]

- Displays at the top of all pages.
- Extra large banner format.
- Auto-rotate and analytics capable.

B. STANDARD

[138 x 100]

- Displays on the right side of all pages.
- Most popular.
- Auto-rotate and analytics capable.

C. JUMBO

[300 x 250]

- **Maximum Exposure** – Get the most for your ad space with a large format. Plenty of room for high impact graphics and text.
- Displays on the right side of all pages.
- Auto-rotate and analytics capable.

D. BOTTOM BANNER

[728 x 90]

- Displays at the bottom of all pages.
- Extra large banner format.
- Auto-rotate and analytics capable.

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TECHNICAL REQUIREMENTS

ALL AD SPACES

File Format	.jpg
Resolution	72 DPI
Color Mode	RGB

A. TOP BANNER [728 x 90]

Dimensions	728 px W x 90 px H
Max File Size	40 KB (*exceptions may apply)
Notes	You may include a border around your ad providing it is within the specified dimensions.

B. STANDARD [138 x 100]

Dimensions	138 px W x 100 px H
Max File Size	25 KB (*exceptions may apply)
Notes	Do not use a border around the perimeter of your ad. We have a standard border style used for these ads.

C. JUMBO [300 x 250]

Dimensions	300 px W x 250 px H
Max File Size	40 KB (*exceptions may apply)
Notes	You may include a border around your ad providing it is within the specified dimensions.

D. BOTTOM BANNER [728 x 90]

Dimensions	728 px W x 90 px H
Max File Size	40 KB (*exceptions may apply)
Notes	You may include a border around your ad providing it is within the specified dimensions.