

ONLINE RATE CARD

Ad Size	Ad Position	Ad Impressions Per Month	3x Monthly Rate (CPM)	Open Monthly Rate (CPM)
Rectangle (300x250)	Top of home page to the right of Feature Event	5,000	\$200 (\$15.00)	\$75 (\$15.00)
Ad Square #1 (250x250)	Upper right-hand side of content pages; within rotation	5,000	\$150 (\$10.00)	\$50 (\$10.00)
Ad Square #2 (250x250)	Upper right-hand side of content pages; within rotation	5,000	\$150 (\$10.00)	\$50 (\$10.00)
Ad Square #3 (250x250)	Upper right-hand side of content pages; within rotation	5,000	\$150 (\$10.00)	\$50 (\$10.00)
Full Banner #1 (468x60)	Middle of home page, below Top Events	5,000	\$100 (\$7.00)	\$50 (\$10.00)
Full Banner #2 (468x60)	Bottom of home page, below SBE recommends	5,000	\$100 (\$7.00)	\$50 (\$10.00)
Feature Event (600x300)	Below header on home page; rotating window with link to event details	5,000	1 Month \$300.00	1 Week \$100.00

Promote your business, event, or retail store on southbayevents.com by layering your advertising mix with a banner or box ad on the only local website in the South Bay that reaches users from Redondo Beach, Manhattan Beach, and Hermosa Beach online every week. Use our highly visible Feature Event window to announce and explain your local event. **E-Mail Scott at scott@southbayevents.com for details.**

Local Online Listings

Personalize your South Bay Restaurant, Bar, Hotel, business, or organization with a local on-line listing that runs live all year. Manage and customize the content of your listing when you sign up with South Bay Events. Upon sign-up you'll receive a login ID and Password that will allow you to access your listing in real-time. Instantly, you become connected to a locally grown website that can help your business gain exposure in the South Bay. HERE'S WHAT YOU GET:

- Ability to announce your daily specials and activities
- A written profile: approximately 200 words of text
- A hyperlink directly to your website
- Promote up-coming events
- Your own photo gallery
- A live Google map

	3x	6x	12x
Monthly Listing Rate	\$75.00	\$125.00	\$175.00

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Special Event Posting

Announce your event, fundraiser, store opening, beach run, festival, live concert, or any special event happening in the South Bay. All Special Event Postings are FREE and will appear on our Special Events Page if approved by SBE. If approved, Special Event Postings may be considered for our home-page. HERE'S WHAT YOU GET:

- Instantly share Special Event on Facebook, twitter, and other social networks
- Listing includes Title, Location, Date, as well as a full details page
- Special Event can be posted two months before start date
- Special Event will be considered for SBE home-page
- All Special Events Postings are free

Move your Special Event to the top of our home-page under that week's Top Events in the South Bay for a one-time fee of \$25.00

**You can now
post your
own event
for FREE!
For details,
CLICK HERE!**

Weekly E-Newsletter

The SBE Insider is our weekly e-newsletter that tells about what's happening in the South Bay. Our e-newsletter goes out 4x per month, every Wednesday. Each week we provide two sponsorships that include a write-up and image about weekly events. Surrounding our weekly sponsorships are targeted box & banner ads that sit in front of a captive, subscriber audience.

Ad	Ad Description	SBE Subscribers Per Month	Ad Impressions Per Month	Monthly Click Throughs	3x Monthly (CPM)	Open Monthly (CPM)
E-Newsletter Sponsorship	Approximately 300 words of text, one image, and a hyperlink	12,000	N/A	N/A	N/A	1x Write-Up & Image \$75
Banner (480x100)	Top of the newsletter, below SBE header	12,000	2,400	1,200	\$300 (\$42.00)	\$100 (\$42.00)
Banner (480x100)	Middle of newsletter, between e-newsletter sponsorships	12,000	2,400	1,200	\$300 (\$42.00)	\$100 (\$42.00)
Rectangle (180x180)	To the right of E-Newsletter Sponsorship	12,000	2,400	1,200	\$225 (\$31.00)	\$75 (\$31.00)
E-Newsletter Roadblock Be the only advertiser on the e-newsletter	E-Newsletter Sponsorship Banner (480x100) Banner (480x100) Rectangle (180x180)	12,000	N/A	N/A	N/A	1 week \$200.00

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Restaurant of the Month

The Restaurant of the Month feature is embedded weekly in our e-newsletter and runs for one whole month (4x per month). This is a perfect spot for new restaurants in the South Bay or it can help an established restaurant find new customers on-line. The folks at SBE will gladly review the restaurant, take pictures, and provide the write-up & image.

- 1x Write-Up & Image of restaurant – Contact us for price
 - Write-Up & Image will also be placed within restaurant button on our home-page for users to click on and review
 - Added Value – After Restaurant of the Month feature has ended, SBE will promote your restaurant in our e-newsletter with a free box or banner ad for an entire month

SBE to Host...

Your next event! We have all the features to help you promote your next event, fundraiser, wine taste, live concert... We can help you not only announce your event to our users but we can set-up ticket purchasing on our site to help you drive ticket sales. Contact SBE for more details. **E-Mail Scott at scott@southbayevents.com for details.**