

NORTH HILLS BUZZ.COM

North Hills Buzz Media Kit – 2009

North Hills Buzz is a growing website, online directory and blog that delivers up-to-date news, events and information about the North Hills area in Raleigh. With over 15,000 unique visitors and almost 50,000 page views in 2008, North Hills Buzz is the trusted source for authentic information and news about the area.

As the North Hills/Midtown area has expanded and experienced phenomenal growth over the past year, North Hills Buzz has been there. From news about restaurant and shop openings and unique deals, to construction updates, special events and music, North Hills Buzz has strived to bring the conversation online and provide exceptional coverage.

Sixty percent of the audience for North Hills Buzz comes from search engines—people who are looking for things to do, food to eat, and places to shop at North Hills—and our directory is the second most popular section of the site (after the homepage). North Hills Buzz also delivers real-time updates to its 200+ followers on Twitter—people who love life at North Hills and enjoy staying informed.

Main categories and columns on the North Hills Buzz website include:

- News
- Events
- Living
- Pictures
- Videos
- Sales & Specials

North Hills is fast becoming Raleigh's premier mixed-use destination for people seeking a great shopping, dining and entertainment experience—all in one place. North Hills Buzz will be there providing the coverage our advertisers and high-quality audience count on.

Discover why advertisers and sponsors should choose North Hills Buzz to reach the families and friends who live and play at North Hills. There are a variety of ad and sponsorship packages available.

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Why Advertise on North Hills Buzz

NHB gets your message in front of an audience

- About 2,000 unique visitors/month currently
- 2008 numbers: 15,000 unique visitors and 50,000+ page views

NHB reaches a targeted audience

- Reach people who are highly interested in the North Hills/Midtown area
- 60% of traffic comes from search engines—people who are looking for North Hills-related information

NHB readers are engaged

- Articles receive comments so discussions can happen online
- Approximately 200 of our subscribers choose to receive new articles via email
- 200+ people receive updates in real-time via Twitter

NHB represents quality coverage

- All articles held to high standards
- Content goes beyond just writing and includes videos and pictures

NHB is flexible

- Standard ad and sponsorship packages can be modified to best grow your business
- Based on your goals, NHB will work with you to create value for your investment

NHB is growing

- As the area of North Hills grows, so will NHB and its coverage
- This is a great opportunity to grow with an exciting website and brand!




Jason Peck, Founder and Chief Editor

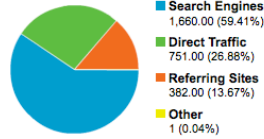
Jason Peck, a marketing consultant and entrepreneur from Raleigh, founded North Hills Buzz in January 2008. NHB was the first website to cover breaking news, information and events in the North Hills/Midtown Raleigh area. Jason specializes in using the Internet to help businesses build strong relationships with their customers. He graduated from the School of Journalism at the University of North Carolina at Chapel Hill with a focus on advertising, and he also minored in creative writing.

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North Hills Buzz Website Metrics (1/26/09 – 2/25/09)

All traffic sources sent a total of 2,794 visits

 **26.88%** Direct Traffic
 **13.67%** Referring Sites
 **59.41%** Search Engines



Top Traffic Sources

Sources	Visits	% visits
google (organic)	1,522	54.47%
(direct) ((none))	751	26.88%
google.com (referral)	55	1.97%
yahoo (organic)	55	1.97%
images.google.com (referral)	38	1.36%

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Keywords	Visits	% visits
north hills raleigh	130	7.83%
north hills buzz	81	4.88%
north hills east	45	2.71%
harris teeter sub specials	34	2.05%
north hills	31	1.87%

[view full report](#)

Basic Metrics

- Unique Visitors – 2,192
- Visits – 2,794
- Pageviews – 6,566
- Pages/visit – 2.35
- % new visits – 73.34%

Traffic Sources

- Search engines – 59.41%
- Direct traffic – 26.88%
- Referring sites – 13.67%
- Other - .04%

Top Keywords

- North Hills Raleigh
- North Hills Buzz
- North Hills East

Popular Pages

- Home
- Directory
- North Hills Food and Restuarants

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Advertising Options – Home Page

The screenshot shows the North Hills Buzz website home page with several advertising spots highlighted in colored boxes and annotated with callouts:

- Top Header:** A blue box labeled "468 x 60" is positioned at the top right of the page.
- Home Page Only:** A red arrow points to a blue box labeled "468 x 60" located below the "Browse Categories" section. A callout box says "home page only. stationary".
- Rotating on every page:** A red arrow points to a yellow box labeled "300 x 250" located in the right sidebar. A callout box says "Rotating on every page of the website".
- Stationary on every page:** A red arrow points to a green box labeled "120 x 240 or 125 x 125 (2)" located in the bottom right sidebar. A callout box says "on every page of the site. stationary".

- Top Header (468 x 60) - \$100/month
- Under Categories (468 x 60) - \$60/month
- Under Categories (100 x 60) - \$45/month
- Sidebar (300 x 250) - \$75/month
- Sidebar (120 x 240) - \$50/month

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Advertising Options – Single Pages

The screenshot shows the North Hills Buzz website interface. At the top, there's a navigation bar with links like HOME, DIRECTORY, ABOUT, CONTACT, ADVERTISE, SUBMIT A STORY, and SALES & SPECIALS. A search bar is also present. The main content area features an article titled "Free Homemade Cobbler With Purchase at Q Shack This Weekend" from February 10, 2009. Below the article, there are social media sharing options and a comment section. A red arrow points to a large cyan ad space labeled "468 x 60" and a smaller yellow ad space labeled "100 x 60". A callout box with a black border and white background contains the text "Rotating on every article on the website". To the right of the main content, there are several sidebar widgets: "Reawaken Color" with a woman's photo, "About North Hills Buzz" with a description of the site, "Subscribe and Stay Updated" with an email input field and a "Subscribe" button, and an "Event Calendar" for February 2009.

Under Content (468 x 60) - \$60/month

Under Content (100 x 60) - \$35/month

Starting in March, we'll be writing an article each Friday thanking our sponsors and advertisers. This is an additional opportunity to get your business in front of the North Hills Buzz audience.

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Directory Listing Packages (<http://www.northhillsbuzz.com/directory>)

Free Listing

- Includes business name and phone number in our directory

Package 1

- Business name and phone number in our directory
- Page with their business name/ basic info on it (1-3 sentences)
- Includes logo, hours, link to website, address and phone number
- \$20/month or \$100/year
- Example: <http://www.northhillsbuzz.com/shopping/nv-clothes-for-men>
 - 1st page on Google for “nv clothes north hills,” “nv clothes for men Raleigh,” and “nv north hills”

Package 2

- Business name and phone number in our directory
- Page with their business name/ basic info on it
- Includes logo, hours, link to website, address and phone number
- Can also include menu/specials
- 3 pictures
- \$50/month or \$200/year

Package 3

- Business name and phone number in our directory
- Page with their business name/ basic info on it
- Includes logo, hours, link to website, address and phone number
- Can also include menu/specials
- Can include a more detailed description (200-500 words) and up to six pictures
- Page will be optimized for Google and will likely be on first page
- \$75/month or \$400/year

Package 4

- Business name and phone number in our directory – listing in bold so it stands out
- Page with their business name/ basic info on it
- Includes logo, hours, link to website, address and phone number
- Can also include menu/specials
- Can include a more detailed description (200-500 words) and up to six pictures hosted by us
- Page will be optimized for Google and will likely be on first page

- Can update one time per month and put what they want on it (coupons, specials, discounts, etc)
- Can include a Google Map and detailed directions
- \$900 annual fee or \$197 down and \$97/month

Package 5

- Business name and phone number in our directory – listing in bold so it stands out
- Page with their business name/ basic info on it
- Includes logo, hours, link to website, address and phone number
- Can also include menu/specials
- Can include a more detailed description (200-500 words) and up to six pictures
- Page will be optimized for Google and will likely be on first page
- Can update one time per week and put what they want on it (coupons, specials, discounts, etc)
- Opportunity for people to leave comments about their experience with you
- Can include a Google Map and detailed directions
- Includes three blog posts/reviews on the main North Hills Buzz blog and a logo/link on the main North Hills Buzz homepage
- \$1,100 annual fee or \$297 down and \$137/month

Directory Sponsorship/Featured Listing

- Featured listing includes name, logo, address, and phone number on main category page
- \$50/month
- Great value – featured listing on YellowPages.com starts at \$127/month – not targeted to the North Hills area and doesn't stand out from the clutter.
- Example – Cinelli's listing on <http://www.northhillsbuzz.com/north-hills-food-and-restaurants>

Real Estate Listings

- In real estate section - \$25 per month
- Premium listing (in real estate section and link from every page of the site) - \$50 per month
- All listings include:
 - Name (e.g., Amazing 2 BR House at North Hills)
 - Description
 - Picture of home
 - Asking price
 - Contact info (name, email, phone, website, etc)

Other Services

- Banner Ad Creation - Free with purchase of 3 months+ of advertising or \$60/ad
- Advertorials - \$50 per article (full disclosure required)

For more information, call Jason Peck at (919) 801-5669 or email us at webmaster@northhillsbuzz.com We look forward to working with you!