



Digital Solutions

The screenshot displays the website for Laguna Beach Independent, featuring a navigation bar with categories like HOME, NEWS, OPINION, ARTS, SCHOOLS/SPORTS, DIGITAL EDITION, and VIDEO. A search bar is located on the right. The main content area includes a 'Featured News' section with articles such as 'Giving Voice to Kindness', 'Marine Hearings Buoyed by Nonprofits', and 'SBA Offers Flood Victims A Silver Lining'. A sidebar on the right contains social media links for RSS, E-Mail, Twitter, and Facebook, along with a 'Recent' comments section listing various articles.



Laguna Beach Independent

2010 Deluxe Program - Digital Solution \$900/month

The Deluxe Package includes:

A TITLE BANNER (TOP position) site wide (468w X 90h)

2010 Premium Program - Digital Solution \$600/month

The Premium Package includes:

A LARGE BOX BANNER site wide (300w X 250h)

2010 Standard Program - Digital Solution \$350/month

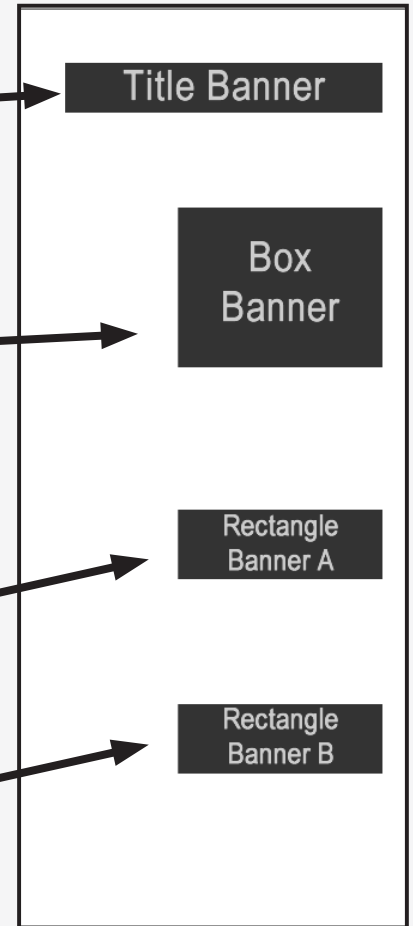
The Standard Package includes:

A RECTANGLE BANNER (middle "A" position) site wide (320w X 100h)

2010 Basic Program - Digital Solution \$200/month

The Basic Package includes:

A RECTANGLE BANNER (middle "B" position) site wide (320w X 100h)



Additional Digital Marketing Options

INSTANT INDY E-NEWSLETTER

- Newsletter Banner ad (160x300) \$50/week, based on availability
- Newsletter Coupon \$50/week (525x200 max. dimensions)



Laguna Beach Independent

WEBSITE ADVERTISING SPECIFICATIONS

<p>Leaderboard Banner</p> <p>SPECIFICATIONS 728 x 90 File Size: 60 kb</p> <p>SPONSORBANNER</p> <p>SPECIFICATIONS 234x60 File Size: 50 kb</p>	<p>SPECIFICATIONS 160x600 File Size: 50 kb</p> <p>BOX BANNER</p> <p>SPECIFICATIONS 300 x 250 File Size: 50 kb</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">TOWER BANNER</p>	<p>Title Banner</p> <p>SPECIFICATIONS 468x90 File Size: 50 kb</p> <p>BOX BANNER</p> <p>SPECIFICATIONS 300 x 250 File Size: 50 kb</p>	<p>Rectangle 1</p> <p>Specs 320x100 File Size: 50 kb</p> <p>Rectangle 2</p> <p>Specs 320x100 File Size: 50 kb</p>	<p>NEWSLETTER</p> <p>TITLE BANNER</p> <p>SPECIFICATIONS Title 600x90</p> <p>Tower 160x300 File Size: 50 kb</p> <p>COUPON</p> <p>Coupon 590x200</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">TOWER BANNER</p>
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OCinSite & NB Indy Specs

Laguna Beach Indy Specs

NEWSLETTER BANNERS

TECHNICAL ONLINE SPECIFICATIONS

We accept images in GIF, PNG and JPG formats only. Animated banners are limited to a maximum of two rotations.

DELIVERY INFORMATION

SUBMITTING YOUR AD

Ads can be submitted in any one of three following ways:

1. Mail/overnight delivery
2. Via our FTP site
3. E-mail (Not to exceed 5MB in size)

By mail or overnight delivery, please send your ad (please include a suitable content proof) to:
AD COORDINATOR-CYNDY MENDAROS
 Attn: OCinSite
 1146 Glenneyre St.,
 Laguna Beach, CA 92651

CONTACT INFORMATION

AD COORDINATOR

You may also e-mail your artwork to
 Cyndy Mendaros at: cyndy@firebrandmediainc.com

ART QUESTIONS

Contact art dept. with any artwork questions:
artdept@firebrandmediainc.com

Please check with your ad coordinator to receive prior approval before sending your ad via e-mail. The ad coordinator will provide you the proper e-mail address.

Firebrand Media LLC maintains an FTP site to support advertisers in the quick and easy electronic delivery of digital ad files. FTP is a simple way to transmit large files over the Internet.

FTP LOG ON CREDENTIALS:

Contact the ad coordinator Tina Leydecker at:
tina@firebrandmediainc.com
 Upload your files to the OCinsite.com Folder > Ads.
 *Please put your business name in the file name, i.e. [firebrand.jpg](#)

BANNER AD DESIGN

Banner ads can be produced by our design team at a rate of \$50/banner. Proofs will be submitted for approval. Two rounds of design changes are made at no charge, additional design adjustments will be billed at \$75/hr



Laguna Beach Independent

2011 ADVERTISING SPACE RESERVATION FORM

Date: _____

Sales Rep _____

Company Name _____ DBA _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____

Contact Person (advertising): _____

Email: _____ URL _____

Please reserve my space in:

- | | |
|---|---|
| <input type="checkbox"/> - OCinSite.com | <input type="checkbox"/> - Newport Beach Newsletter (Thurs) |
| <input type="checkbox"/> - Newportbeachindy.com | <input type="checkbox"/> - Laguna Beach Newsletter (Thurs) |
| <input type="checkbox"/> - Lagunabeachindependent.com | <input type="checkbox"/> - Weekly Line Up Newsletter (Tues) |

Web Bundles:

- Deluxe Program \$900/month
- Premium Program \$600/month
- Standard Program \$350/month
- Basic Program \$200/month

Additional Digital Marketing:

- Newsletter Leaderboard \$75/week*
- Newsletter Tower \$50/week*
- Newsletter Coupon \$50/week**
- Newsletter Feature Edit Sponsorship \$75/week*
- Featured Business Listing \$300/year
- Featured Business w/Virtual Tour (1-mini tour) \$600/year
- Featured Business w/Virtual Tour (2-mini tours) \$800/year
- Featured Business w/Virtual Tour (3-mini tours) \$1000/year
- Website Category Sponsorship \$100/month*

Month:

Week #:

- | | |
|--------------------------------------|-----------------------------------|
| <input type="checkbox"/> - January | <input type="checkbox"/> - Week 1 |
| <input type="checkbox"/> - February | <input type="checkbox"/> - Week 2 |
| <input type="checkbox"/> - March | <input type="checkbox"/> - Week 3 |
| <input type="checkbox"/> - April | <input type="checkbox"/> - Week 4 |
| <input type="checkbox"/> - May | <input type="checkbox"/> - Week 5 |
| <input type="checkbox"/> - June | |
| <input type="checkbox"/> - July | |
| <input type="checkbox"/> - August | |
| <input type="checkbox"/> - September | |
| <input type="checkbox"/> - October | |
| <input type="checkbox"/> - November | |
| <input type="checkbox"/> - December | |

OCinSite Mobile App:

- Loyalty Program starting at \$49/month
- Mobile Coupons \$29/location/month
- Last Minute Deals 20% revenue share fee
- Featured Daily Deals 50% revenue share fee

Creative Services:

- Banner Ad Design \$50/banner, # of banners _____

Combined net amount \$ _____ Monthly amount billed \$ _____

*Based on availability

**Coupon must be reviewed by Firebrand Media prior to approval



Laguna Beach Independent

FREQUENTLY ASKED QUESTIONS

Q: WHAT ARE VISITS?

A: Visits are the number of times a website has been visited during a specific time period.

Q: WHAT ARE UNIQUE VISITORS?

A: Unique visitors are the number of individual (unique) visitors in a specific time frame.

Q: WHAT ARE PAGE VIEWS?

A: Page views are the actual number of pages viewed on a website, i.e. a user goes to five pages on a website, equaling one visit and five page views.

Q: WHAT ARE AD IMPRESSIONS?

A: Ad impressions are the number of time an ad is displayed on a website.

Q: WHERE DO MY ADS APPEAR?

A: Firebrand Media owns three news and lifestyle websites, the OCinSite.com, lagunabeachindependent.com and newportbeachindy.com. Your ads will appear in a rotation on all three site, giving your ad maximum exposure on the web.

Q: CAN FIREBRAND MEDIA HELP BUILD MY ADS?

A: Yes, the fee for banner design is \$50/banner.



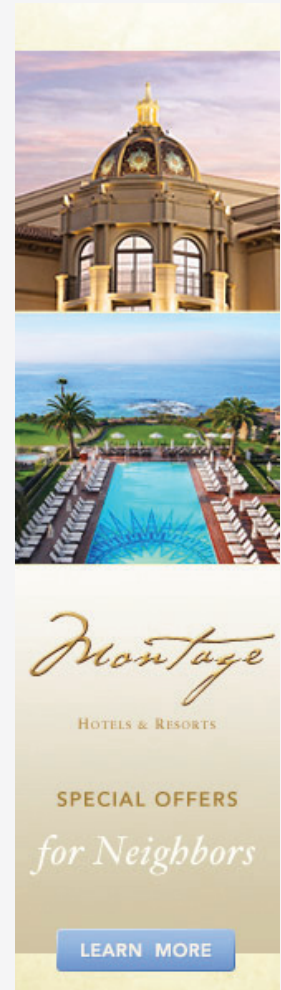
Laguna Beach Independent

How to Create Effective Banner Ads

1. Look at other banner ads—Every single day, you come across banner ads on the various websites you visit. Take some time to sit back and truly study the different banner ads you see. Ask yourself: Would I click on this ad if I was in their target audience? What works with this ad and what could be better? Researching banner ads is integral to finding the formula that works best for you.
2. Clearly state your message—Have one clear message on your banner ad. It can be something as simple as “Save 25% when you order today!” Your banner ad is going to be small enough as it is, so the less clutter, the better.
3. Use clean, readable design—Keep your design clean and easy to read. There are too many banner ads with poor combinations of background color and text color, making the copy difficult to read. Your copy (main message) should pop out immediately from the advertisement. Anything that distracts from the message needs to be removed.
4. Create a compelling call to action—No one is going to click your banner ad unless you give them a reason to do so. Tell the viewer exactly what you want them to do. If you want them to call you now, say: “Call 555-5555 today to get your free sample.” If you want them to sign up for your newsletter, say: “Click here now to sign up for your free newsletter.” You get the idea.
5. Follow up banner ads with action on the website. The worst thing that could happen to your banner ad campaign is that you get a great click through rate, only to realize that your website is failing to cash in on the visitors. Banner ads are only effective if they are supported by rock solid backend programming that converts eyeballs to sales. Also find a way to track your clicks to help improve your ads in the future.
6. Keep file size small—Avoid flash banner ads if at all possible. While flash ads might seem more aesthetically pleasing, the truth is that they take longer to load and viewers won't watch the entire ad cycle through. Instead, create a simple gif or jpg that loads quickly, getting your message out instantly.

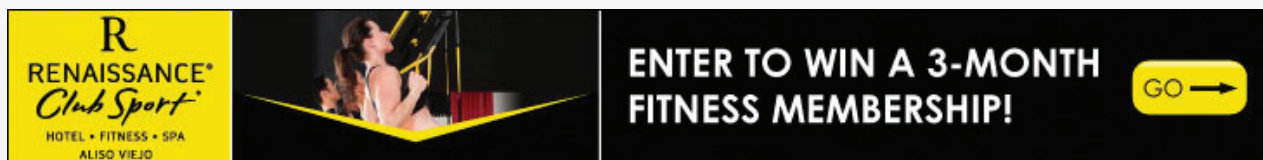
Firebrand Media's Creative Service is happy to help assist you with banner design. The fee for banner design is \$50 per banner.

For more information, call 949-715-4100 and ask for the design department or email artdept@firebrandmediainc.com



EXAMPLE OF A EFFECTIVE BANNER AD:

EXAMPLE OF A EFFECTIVE BANNER AD:



CORPORATE OFFICE: 1146 GLENNEYRE ST • LAGUNA BEACH, CA 92651 • 949/715-4100 (OFFICE) • 866/665-8597 (FAX)
NEWPORT OFFICE: 2865 E. COAST HWY #320 • CORONA DEL MAR, CA 92652 • 949/675-4639 (OFFICE) • 949/675-4655 (FAX)