

The background of the page is filled with intricate calligraphic flourishes. A large, dark blue flourish dominates the upper right quadrant, sweeping from the top edge down towards the center. In the lower half, there are several black flourishes, including a prominent one on the left that curves upwards and then downwards, and another on the right that forms a large loop. A vibrant blue flourish is positioned in the lower center, extending upwards and curving to the right. The overall aesthetic is elegant and artistic, typical of a media kit for a publication or organization.

THE
Femecula
INSIDER

2010 Media Kit

WHO IS THE TEMECULA INSIDER?

The Temecula Insider is the premier lifestyle authority for what's hot, new and happening in the Temecula Valley. Whether a 20 year resident or first time visitor, our Insiders will guide you to the Valley's most unique and undiscovered features. From Happy Hours and Reviews to Grand Openings and Events, The Temecula Insider is continually posting the most up-to-date news and trends helping bring excitement to life in the Valley.

The Temecula Insider

- ❖ Contains the most original and up-to-date content of any local information website for the Temecula Valley
- ❖ Has seven Insider Guide Sections targeted to specific areas of interest allowing website visitors to easily find what they are looking for
- ❖ Insider Guide Sections include:
 - Wine Country
 - Entertainment
 - Dining
 - Shopping
 - Spa & Beauty
 - Old Town
 - Recreation
- ❖ Features an Insider's Calendar of Events that is searchable, customizable by view and category and allows for downloading to keep track of your favorite events
- ❖ Highlights events and establishments unique to the area featuring a helpful, accurate, honest and positive editorial format
- ❖ Is user friendly, easy to navigate, visually attractive and leads visitors to quickly find what they are looking for
- ❖ Maintains a strategic partnership with the Chamber of Commerce
- ❖ Editorial content is syndicated on several local, news and travel websites such as InlandSoCal.com, OldTownTemecula.com



We created The Temecula Insider with the idea that locals and visitors could utilize our site as a guide for news, trends, events and reviews from an insider's perspective. We recognized a desperate need for an original, revealing and informative website that features distinctive establishments in Wine Country, Dining, Shopping, Entertainment, Spa & Beauty, Recreation and Old Town. The Temecula Insider's Events Calendar is easy to use, updated daily and allows you to customize your search for just the events you want to know about. Designed to help locals find something new and let tourists "do what the locals do," The Temecula Insider provides you with the information you want to know from sources who are in the know.

WHY ADVERTISE WITH THE TEMECULA INSIDER?

The Temecula Insider

- Is one of the most content heavy editorial websites in the Valley with seven Insider Guide Sections, over 80 Insider Categories and thousands of individual reviews and articles providing visibility, value and editorial support to its advertisers
- Is complimentary to all viewers, easy to navigate and constantly updated building a large number of regular visitors
- Is a cost efficient way to reach a unique blend of thousands of destination oriented visitors as well as in-market local customers
- Utilizes a large and growing base of social network fans and followers driving traffic to the website on a daily basis
- Search Engine Optimizes all editorial content resulting in greater rankings in local business and event searches
- Maintains verified registration through major search engines including Google, Yahoo, MSN and more
- Is strategic partners with the Temecula Chamber of Commerce and other highly ranked Temecula and destination websites drawing thousands of viewer impressions directly from their web pages



ADVERTISING OPPORTUNITIES

The Temecula Insider has a variety of options when it comes to showcasing your company's advertisement ensuring you reach your target market and gain the highest exposure possible.

The opportunities available on The Temecula Insider are highly exclusive ad placements with limited availability so your ad won't get lost among your competitors.

There are two banner ad options available to fit your needs:

Billboard Banner Ad

Specs:

Dimensions - 160 x 120 pixels

Format - Jpeg, PNG, TIFF



Skyscraper Banner Ad

Specs:

Dimensions - 160 x 600 pixels

Format - Jpeg, PNG, TIFF



BANNER ADVERTISEMENT PLACEMENTS

With a limited number of banner ad spots available per Insider Guide Section, your banner ad will garner high traffic impressions throughout every article and feature story per section. Securing banner ads for sections relevant to your company or event gain great exposure by targeting viewers interested in your specific industry. Below is a breakdown of banner ad placements and availability:



HOME PAGE

Five (5) Billboard Banner Ads ~ Left Column Placement ~ Among Highly Viewed Weather module, Events module and social networking module

WINE COUNTRY



Five (5) Billboard Banner Ads ~ Left Column Placement ~ Among Highly Viewed Events module and social networking module

One (1) Exclusive Skyscraper Banner Ad ~ Right Column Placement ~ Prominent Single Ad Exposure



ENTERTAINMENT

Five (5) Billboard Banner Ads ~ Left Column Placement ~ Among Highly Viewed Events module and social networking module

One (1) Exclusive Skyscraper Banner Ad ~ Right Column Placement ~ Prominent Single Ad Exposure

DINING



Five (5) Billboard Banner Ads ~ Left Column Placement ~ Among Highly Viewed Events module and social networking module

One (1) Exclusive Skyscraper Banner Ad ~ Right Column Placement ~ Prominent Single Ad Exposure

BANNER ADVERTISEMENT PLACEMENTS Continued



SHOPPING

Five (5) Billboard Banner Ads ~ Left Column Placement ~ Among Highly Viewed Events module and social networking module

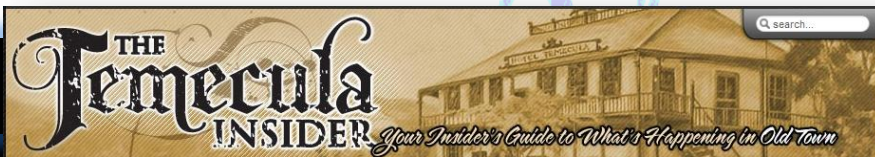
One (1) Exclusive Skyscraper Banner Ad ~ Right Column Placement ~ Prominent Single Ad Exposure

SPA & BEAUTY



Five (5) Billboard Banner Ads ~ Left Column Placement ~ Among Highly Viewed Events module and social networking module

One (1) Exclusive Skyscraper Banner Ad ~ Right Column Placement ~ Prominent Single Ad Exposure



OLD TOWN

Five (5) Billboard Banner Ads ~ Left Column Placement ~ Among Highly Viewed Events module and social networking module

One (1) Exclusive Skyscraper Banner Ad ~ Right Column Placement ~ Prominent Single Ad Exposure

RECREATION



Five (5) Billboard Banner Ads ~ Left Column Placement ~ Among Highly Viewed Events module and social networking module

One (1) Exclusive Skyscraper Banner Ad ~ Right Column Placement ~ Prominent Single Ad Exposure



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ADVERTISING WITH THE TEMECULA INSIDER

- Growing local support and content
- Strong partner relationship
- Modern, successful online marketing
- Extension of extensive social networks
- Variety of options to fit your needs
- Evergreen editorial content supporting advertisements
- Promotional email blasts
- Brand marketing to your audience
- Geo-targeted placement
- New media capabilities
- Bundled packages & price breaks
- Search Engine Optimized content
- Advertising success through strategic partnerships

**WE LOOK FORWARD TO HELPING GROW
YOUR BUSINESS!**

For Advertising quotes and questions, please contact:

The Temecula Insider Sales Department
sales@thetemeculainsider.com

www.THETEMECULAINSIDER.com