



Is your business getting the internet traffic you need? Or, do you even have a web site working for you? If you want to increase traffic to your site or simply build business, you need a highly ranked web presence. Now you have *two great ways* to harness web traffic and boost business:

- 1. Become a contributing author on [www.AboutPrescottArizona.com](http://www.AboutPrescottArizona.com).**
- 2. Become a paid advertiser on [www.AboutPrescottArizona.com](http://www.AboutPrescottArizona.com).**

At [AboutPrescottArizona.com](http://AboutPrescottArizona.com), locals give site visitors the lowdown on favorite spots and activities. If you were new to town, or planning a vacation here, wouldn't you want to get the real scoop from people who live here? And, if you own a business, wouldn't you do whatever you could to attract your perfect target market? Here's how.

## Contribute Content

Are you interested in helping convey what makes Prescott special while attracting more business? You can submit your own *flagship* piece (demonstrating advanced, specific knowledge of a topic) to the "Prescott Gems" page ([www.AboutPrescottArizona.com/gems.html](http://www.AboutPrescottArizona.com/gems.html)). At the end of your piece, tack on a bio that includes your business contact information. Or, if a flagship piece on that topic already exists, help build content within that section by sharing a related article. Web experts agree this is a GREAT way to increase traffic to your *own* website. "Gems" topics are unlimited, other than keeping the site family-friendly. Here are some ideas to get you started.

- Favorite eateries
- Great coffeehouses
- Outdoor recreation spots and activities
- Where to workout
- Shopping
- Gardening
- Art
- Heroes and Heroines
- Sports
- Off road and jeep adventures
- Adventure sports (i.e., hang gliding)
- Pet friendly places

**Submission Guidelines.** Note, there is no remuneration for guest-written content.

Length: 300 - 600 words.

Submit as attachment or paste into the body of an email.

Four-line bio, which may include a link to your email and/or web site.

Feel free to send a photo to accompany your story as well.

Loose Ends will notify you if your submission has been accepted and on what date it will appear.

## Advertising Opportunities:

Remember, there are MANY sites about Prescott already. This one is different since it relies on the residents to tell the story. In fact, the site is a community in itself. It's lively, adventurous, and (as one advertiser said) groovy! Our pricing is affordable and fair. (For the best deal, ask about our cooperative advertising program presented in collaboration with another local site, [www.PrescottWeddings.com](http://www.PrescottWeddings.com)). You won't find a better deal!

### Welcome Page Text Listing:

\$50 for one year (yes, per year!)

See examples here: <http://aboutprescottarizona.com/blog/about/> (scroll down a ways to see current text advertisers).

*Limited space availability and open only to businesses unique to Prescott.*

### Banner Advertising Option A

\$180 for one year.

Specifications: one banner, gif or jpeg, 200 pixels x 200 pixels, 72 dpi.

Your banner can appear on any interior pages (unlimited placements!) within [www.AboutPrescottArizona.com](http://www.AboutPrescottArizona.com) that you feel to be the best fit for your business and its target market.

*(The catch: Yours must be a Prescott-based business.)*

### Banner Advertising Option B

\$350 for one year.

Specifications: one banner, gif or jpeg, 200 pixels x 400 pixels, 72dpi.

Your ad appears in the "sidebar" area of every single page on the site!

*(The catch: Limited to one advertiser per year, and must be a Prescott-based business.)*

