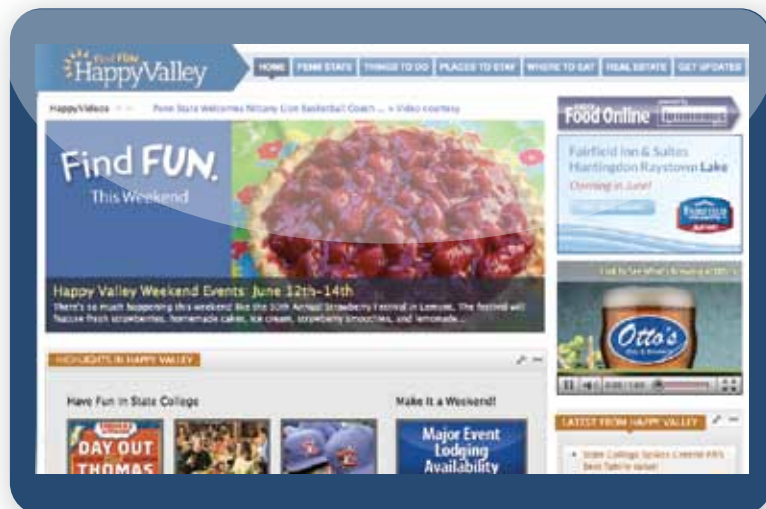


# Increase Exposure and Drive Sales with HappyValley.com



\*Full site and Fun Guide statistics available upon request

### Premier Online Guide for What's Happening in State College

HappyValley.com is the definitive source for Penn State alumni, students, parents, fans and visitors to plan their fun in State College and the surrounding area. Our visitors have an unwavering love for all things Penn State and Happy Valley, and we feature ONLY the hotels, restaurants, attractions, events and resources that they need when they are making decisions on where to eat, shop, play and stay.

### Official Visitors Guide for Penn State Athletics

HappyValley.com has a featured link on GoPSUsports.com to reach Penn State sports fans and the family, friends and fans of visiting teams.

### HappyValley.com Site Statistics

- 100,000 + visitors a month during PSU Football season\*
- 30,000 + visitors a month during non PSU Football season months\*

## Advertising & Listings

- **Highly Targeted Audience**  
Promote your business to PSU alumni, parents, visitors, tourists and area residents
- **Unique Platform and Reach**  
We are the only media company that is 100% dedicated to enjoying the region
- **Powerful Advertising Programs**  
From banners to articles, e-mails to newsletters - We want to tell your story
- **Value!**  
Our advertising programs are affordable and drive business.
- **We Drive Traffic**  
HappyValley.com is committed to promoting itself to drive users to your door

## E-mail Marketing

- **Designed to Engage**  
Professional design to drive sales through customer engagement.
- **We Create and Send for You**  
You're busy. We understand. Let us create and mail your e-newsletters.
- **Target Very Specific User Groups**  
Segment your customer list by everything from age to location to target effectively.
- **97% or Better Inbox Delivery**  
Your e-mails will be delivered, guaranteed. We promise or your money back..
- **Full Reporting**  
To market effectively you need to know what works and what doesn't. We can help.

## Free Fun Guide

- **Print Version of HappyValley.com**  
HappyValley distributes 10,000 copies of its Free Fun Guide quarterly
- **Based Around Major Events**  
Each Fun Guide is launched and directed around key weekends such as ArtsFest
- **Distributed Regionally**  
We distribute our publication all over HappyValley and surrounding areas
- **Value!**  
Our advertising prices are very affordable and offer an impressive cost to benefit
- **Great Opportunity**  
Put your business in front of thousands of HappyValley visitors at the perfect time

Engage Customers • Reach Area Visitors • Drive New Sales

## Listing Pricing

### Featured Listing

Listed at Top of Lists  
Includes: link, description,  
multiple page listing, SEO value  
**\$100 per month**

### Expanded Listing

Listed in Alphabetical Order  
Includes: link, description  
multiple page listing, SEO value  
**\$50 per month**



## Banner Pricing

### 249 x 80 Banner

Sitewide (not homepage)  
3 mo: \$225 per month  
6 mo: \$200 per month  
12 mo: \$175 per month

### 249 x 160 Banner

Sitewide (not homepage)  
3 mo: \$325 per month  
6 mo: \$300 per month  
12 mo: \$275 per month

### 360 x 80 Banner

Sitewide (not homepage)  
3 mo: \$450 per month  
6 mo: \$390 per month  
12 mo: \$360 per month

### Home Banner

Premium placement  
3 mo: Contact rep  
6 mo: Contact rep  
12 mo: Contact rep



## Additional Opportunities

We have a number of additional ways to get your message and story out. Inquire with your ad sales representative on these very inexpensive add-ons to create a winning campaign and drive ROI.

- Advertorials
- Event calendar inclusion
- Inclusion in Top Picks Email
- Facebook promotion and sales
- Twitter promotion and sales
- Add a video tour of your destination based location

### PLUS!

#### Email Newsletter Marketing Service

Save time and money and let HappyValley drive your email marketing campaign.

- Save Time and Money
- Get professional design & marketing knowledge

**Starting at only \$99 per month**

## Free Fun Guide Pricing

	Ad in 1 Issue	Ad in 2 Issues	Ad in 3 Issues	Ad in 4 issues
Back Cover	\$1250	\$2000	\$2625	\$3000
Full Inside Cover	\$850	\$1360	\$1785	\$2040
Full Page	\$750	\$1200	\$1575	\$1800
1/2 Page	\$450	\$720	\$945	\$1080
1/4 Page	\$275	\$440	\$580	\$660
1/8 Page	\$175	\$280	\$370	\$420
Front Banner	Contact Us	Contact Us	Contact Us	Contact Us

### 2011 Fun Guide Dates & Deadlines

#### Blue - White Weekend: April 16, 2011

Space Reserved: Friday, March 18  
Ad Copy: Friday, April 1  
Print Date: Tuesday, April 5

#### Arts Fest Weekend: July 14-17, 2011

Space Reserved: Friday, June 10  
Ad Copy: Friday, June 24  
Print Date: Tuesday, July 5

#### Back to School/Football:

Arrival of Students: **Fri/Sat, Aug 19-20**  
Class Begins: **Monday, Aug 22**  
Space Reserved: Friday, July 22  
Ad Copy: Friday, August 5  
Print Date: Tuesday, August 9

#### PSU Homecoming:

Friday, Oct 15, 2011  
Space Reserved: Friday, September 9  
Ad Copy: Friday, September 23  
Print Date: Tuesday, September 27