



About MariannaOnline.com

The *Knight Commission on the Information Needs of Communities in a Democracy* recommended that every local community have at least one high-quality online hub to help meet community information needs. While the Commission recognized that “it is not possible for any one Web site to aggregate all of the online information local residents want and need,” it believed that “**communities should have at least one well-publicized portal that points to the full array of local information resources.**” To date, no single portal has been developed for the community based in or around Marianna, Florida.

Since no one other agency has stepped forward to provide this access portal, MariannaOnline.com has done so.

The MariannaOnline.com Community Portal provides residents of the community with a single hub on which they can locate information on relevant news, area attractions, local businesses and community events. By providing high-quality media convergence, this value-added model will not only serve residents through its ability to aggregate attention, highlight important civic information and activities and map public information resources, but also creates a new arena for local businesses to place targeted advertisements designed to directly reach their potential clients.



Why Advertise with MariannaOnline.com?

Highly Pinpointed Traffic

MariannaOnline.com is designed to attract and retain through interaction three important segments of internet users, each more specific than the last, giving you the highest return on your advertising dollar. These segments are:

Traffic from outside the region

- Potential customers can be found in all corners of the world, not just up to the shores of the Emerald Coast. This endless stream of new visitors are driven to the Marianna portal through searches which return links to the prolific content posted on MariannaOnline.com.

Traffic from the local area

- An estimated number of up to 30,843 potential visitors per day can be derived from the local residential community. These consumers live and work in Jackson County and are already interacting with one another online; MariannaOnline.com gives them a venue to do so in a much easier format.

Traffic to targeted sections within the website

- Visitors to the website who are interested in a specific topic will be further driven deeper into the website, becoming involved in hubs of both information and interaction with both other users and advertisers. This unique approach provides the perfect solution to both consumer and business needs.

Wide Range of Advertising Choices

MariannaOnline.com offers advertising options sure to fit the needs and financial resources of local businesses, including:

- ❖ Article-Based Advertising
- ❖ Banner Advertising
- ❖ Business Directory Advertising
- ❖ Classified Advertising
- ❖ Video Advertising
- ❖ Social Media Advertising



CREATIVE CONTENT ADVERTISING: RATES AND PLACEMENTS

Creative content advertising includes advertisements which are based on providing enhanced content to website visitors through the presentation of intellectual property.

ADVERTORIAL | Featured on landing page for 1 week, then archived
Content Provided: \$150 | MariannaOnline Content Creation: \$300

If you are interested in promoting your business in a more in-depth manner, MariannaOnline.com welcomes your paid content. Articles may contain images and up to three links to outside domains. Content may be edited to fit our style guide. Need content? The MariannaOnline.com staff will create your professional advertorial for a nominal fee.

VIDEO ADVERTISEMENT | Available Monthly
Content Provided: \$150 | MariannaOnline Content Creation: \$500

Reach a broader audience with video! For a nominal fee, MariannaOnline.com staff are ready to generate your video content. Placement will vary based on the needs of the advertiser and available space.

ENHANCED BUSINESS DIRECTORY LISTING | Available Yearly
Content Provided: \$25

Improve your business directory listing by including a business logo and a direct link to the company's website, a fantastic opportunity to generate traffic for your website.

SOCIAL MEDIA ADVERTISEMENT | Available Daily, Weekly, Monthly, or Quarterly

Advertise your company across our social media platforms, including Facebook, G+, Pinterest, Twitter, and Instagram. **Placement and rates will vary based on the requirements of the advertiser.**



Content Design Services by Experienced Graphic Artists

Content development is more than just creating a pretty picture; it includes selecting the right elements and organizing them in a meaningful style. Content typically includes text, static and animated graphics, video production and page layout. Understanding the current trends plays a pivotal role in both text-based advertising and graphic art. Trends can affect content elements such as color, keyword, or length.

Knowing the best practices for content development will allow a designer to produce content that presents the information in a professional manner while remaining appealing both to search engines and website visitors.

In addition to advertising services, MariannaOnline.com offers the following Design Services:

- ❖ Social Media Campaign Design
- ❖ Banner Ad Design
- ❖ Business Card Design
- ❖ Logo Design
- ❖ Photography Services
- ❖ Original Website Design
- ❖ Website Redesign

Our team of design professionals has been working with digital media production for over 20 years. Contact us today for more information on rates and availability of scheduled services such as photography sessions.



ROTATING BANNER ADS: RATES AND PLACEMENTS

Rotating banner advertisements are image-based ads which can be found throughout the website. Ads within the rotation will appear in their specified location on a loop along with the ads of additional vendors. These ads are each directly linked to the advertiser's website and can be animated. Location and prominence allow for enhanced visual appeal. Campaigns run quarterly or yearly.

PRIMARY HEADLINE BANNER ADVERTISEMENT | *Banner Provided: \$80 for 3 months; \$300 yearly*

Primary Headline Banners appear in a rotation at the top of every page on the website. A limited number of Headline Banners are available, allowing maximum exposure to advertisers. **Ad size is 468x60.**

PRIMARY FOOTLINE BANNER | *Banner Provided: \$75 for 3 months; \$250 yearly*

Like Headline Banners, these banners appear along the bottom of the page through a random rotation. Spaces are limited in availability.

Ad size is 468x60.

CATEGORY BANNER | *Banner Provided: \$75 for 3 months; \$250 yearly*

Category Banners appear across the top, middle, or bottom of a category hub page. The placement within the hub depends on the hub and the number of advertisements currently running in that location.

Ad size is 468x60 or 300x250.

RIGHT BOX AD | *Banner Provided: \$80 for 3 months; \$300 yearly*

Box ads are formatted to fit within the side bar along the right edge of the website pages.

Ad size is 300x250.



BUSINESS DIRECTORY ADVERTISEMENT | *Banner Provided: \$45 for 3 months; \$150 yearly*

Bring attention to your company by having your banner ad featured on the business directory category sub-pages.

Ad size is 205x100.

**Ready to increase recognition of your brand and
drive traffic to your website? Contact us today!**

**CALL (850) 610-2058 OR EMAIL
COMMUNITY@MARIANNAONLINE.COM**
