



HYPERLOCAL ADVERTISING ON AUSTIN-ARCHITECTURE.COM

Hyperlocal advertising...it's what businesses are looking for today to reach special groups in a specific locale. We at Austin-Architecture.com have a way for you to do just that.

Engagement on our site is deeper, as the content encourages our **visitors to spend more time here, to return regularly** and engage with the people and businesses that they find on our site. **Do you have a localized strategy to**

increase awareness with area residents?

OUR DEMOGRAPHICS:

- 56% Female / 44% Male
- 31% Ages 25-34
- 25% Ages 35-44
- 19% Ages 45-54
- Average of 700 visits per month, with site traffic driven by announcements on our Facebook fan page with **nearly 300 fans.**

AD SIZES

- 125×125 Square
- 125×250 Rectangle
- 250×250 Square

All ads appear in the right hand sidebar of the website.

SCHEDULE

- All ads run for a calendar month.
- Deadline for delivery of ad artwork is 20th of every month.
- All ads begin running the first day of the month.

RATES

| 125X125 | 125X250 | 250X250 |
|---|---|---|
| \$79 per month | \$99 per month | \$129 per month |
| \$49 per month if 3 months purchased up front | \$79 per month if 3 months purchased up front | \$99 per month if 3 months purchased up front |

CREATIVE SPECS

All ads must follow these creative specs:

- Maximum file sizes are 100k .jpg .gif .png .swf or rich media
- All click-throughs open in a new browser window
- You create the file or we can do this for you at a reasonable rate.

Austin-Architecture.com
info@austin-architecture.com
 512.850-6767

