

AUSTIN COUNTY NEWS



*Bringing News to the Citizens
of Austin County*

www.austincountynews.com



Austin County News Online Overview

Austin County News Online is a web based news source featuring local, state and national news as well as sports, lifestyles and other areas of interest to local residents.

Readers are able to watch news videos as well as read written columns. There are approximately 28,000 potential readers who are reached daily via our site.

Austin County, it is nestled just outside of Houston's West side. This semi-rural setting makes Austin County a relaxing place to live and visit. Many of its citizens work and play in the Houston area, but enjoy the small town atmosphere that is offered in its three major municipalities.

Visitors to the area can enjoy the history of Austin County along with its rolling hills and country charm. Austin County News Online reaches both the citizens and potential visitors to the area making the website an ideal place to advertise. Advertisements on our website allow potential customers to access listings quickly and in one location.

There are different ways to advertise such as using a company logo or sponsoring our video casts. These video casts are some of the most popular items on the website. They include such things as breaking news, recaps of festivals and events, announcements from Austin County Sheriff's Department, interviews with city and county officials and Austin County Commissioners Court.

Austin County News Online has a simple approach to helping you advertise. We use something called "[Effective Frequency](#)" on our website. Effective Frequency is the number of times a person must be exposed to an advertising message before a response is made, usually a purchase. By advertising with us we help you get on the web quickly and for minimal cost. We help you connect directly to your customers with ads that drive traffic to your site.

A well-made ad entices people to find, learn, and be reminded about your business and access it through one simple click.

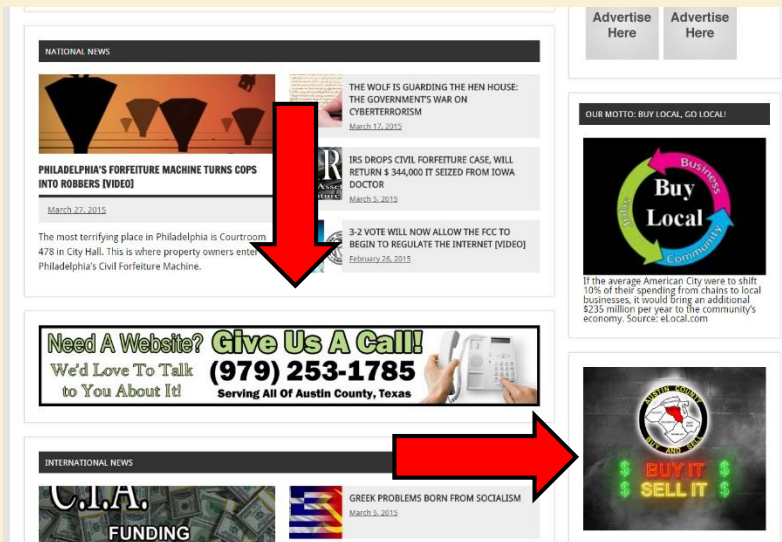
At Austin County News Online we give current and prospective clients many advertising options at affordable prices. It is our desire to make our local businesses easier to find and patronize by local people as well as visitors to our area.

Front Page Listings

Advertising on Austin County News Online is easy! You can place an ad on the front page of our website. We create your ad for you that is a link to your business website or product. No website? No problem! We can create you a single page Ad that your ad will link to showcasing your business or product. Contact us for more information (979) 253-1785.

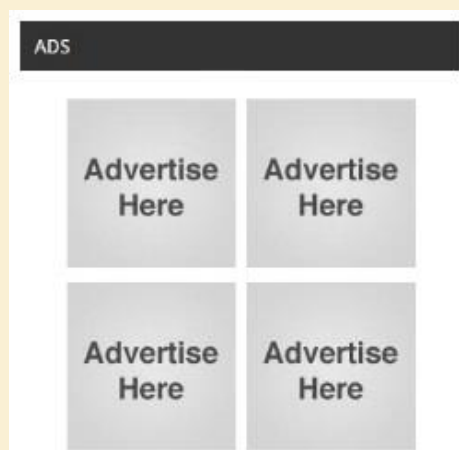
Large - \$100 a month

Our large ads come in 2 sizes; 300 x 250 square ads and our 892 x 144 rectangle ads .



Small - \$25 a month

Our smaller 125 x 125 advertising squares are perfect businesses on a budget.



“In Article” Advertising -\$5 (sold in blocks of 5)

“In Article” advertising is an effective way to catch a reader’s attention. These ads are placed within our current news articles with a link to your site. Readers are exposed to your business information through a clickable link that will open in a new browser. By using these ads you can be sure that your business is routinely seen by many of our 14000+ weekly viewers.

Keep in mind that when you place your ad in one of our articles, it stays there permanently. Our older stories are accessible via our search and archive section long after they are no longer visible on the front page of the website.

“In Article” ads are also a great way to announce any upcoming store

events or big sales.

These ads can also lead potential customers to coupons that will further inspire them to visit your establishment.

NOTE: This price reflects not only listing your ad but its creation as well.

The screenshot shows the Austin County News Online website. At the top is a banner with the text "AUSTIN COUNTY NEWS ONLINE Bringing News to the Citizens of Austin County" and a logo for "AUSTIN COUNTY NEWS Online". Below the banner is a navigation menu with links for HOME, SPORTS, LIFESTYLES, OPINIONS, CLASSIFIEDS, BUSINESS DIRECTORY, NEWS, and CALENDAR. The main content area features an article titled "BLINN STUDENT REPRESENTS COLLEGE, HONOR SOCIETY AS DISTRICT VICE PRESIDENT" with a photo of Jane Ferreira. A red arrow points to a large "YOUR AD HERE" placeholder overlaid on the article text. To the right of the article is a sidebar with sections for "CHANGE LANGUAGE/CAMBIAK IDIOMA", "ARCHIVES", "CATEGORIES", "RECENT POSTS", "SPONSORED LINKS", and "SEARCH AUSTIN COUNTY NEWS ONLINE".

Business Directory Listing - \$100 per Year

Advertising in the Business Directory gives your business the necessary web presence and allows customization without the expense of having to maintain an entire website. A Directory listing starts the advertising process by giving us something to link to via our “in article” ads. Once a viewer clicks the link they are moved to your listing which gives them the ability to find your business location, learn about what you supply and encourages them to patronize it. Our business listings feature all of the following items and services:

- **Basic Listing** – Covers the basic information that a person would need to know when deciding to utilize a company (location, basic services, business hours, contact information, etc.) The listing also features the company's logo or a copy of their business card.
- **Expanded Business Description** - When potential customers click on your businesses name or logo, they are taken to the Expanded Business Description view. This page is dedicated to giving an in-depth overview of your businesses services with graphics, service lists, etc. This section allows the potential customer to view all the information that you would normally give a client if they were standing in front of you. You can go into as much detail as you think your customers need to know about your business.
- **Pictures** - They say a picture is worth a thousand words and we believe it! That is why you can have multiple, linkable pictures in your listing. Pictures can showcase your place of business, the items you sell, the services you offer, etc. Let visuals, as well as words, describe your business.
- **Downloadable PDF Links** - If you normally have brochures, price lists or anything you would like for your customers to be able to print, we can convert them into pdf documents for you so that they can be included as a downloadable link on your ad! This is great for businesses with downloadable brochures, ads or restaurants with menus, etc.
- **Google Maps** - Our Google Maps link will show potential customers right where your business is located. This can be handy for those businesses that are in suites or located in the extremely rural areas. Don't have a physical location or work out of your home and would prefer to meet clients in a public atmosphere? No problem, we'll simply put the city that you're located in and the google map will simply display that.
- **Video and Flash Embedding** - Do you have a YouTube or other video demonstrating your product or service or showcasing your company? If you do, we can add it to your listing. This is a great way for people to see exactly what you're offering. Nothing beats video!
- **Search Engine Optimization** – We do our best to make sure that our new listings are found by the major search engines so that your business can be found when potential customers are looking for the services you provide.

And finally, **DISCOUNTS** – This is probably the biggest reason to have your business listed in the directory! The discounts you receive on future ads from being listed when advertising with us. It is also imperative for our future plans to help the community and its businesses.



“In Video” Advertising \$50 per Video

If you already have a commercial that suits your needs you may want to choose “In Video” advertising. This form of advertisement takes place at the beginning of our video reports with either your custom 30 second commercial or your logo with all pertinent contact information and short verbal company overview, product or service highlight. After your advertisement has finished and the news report begins, your company will continue to be showcased in the bottom left of the report with your company name, slogan and contact information. This type of advertising will ensure that you have maximum company exposure during our news reports and, because your advertisement is actually part of the video, it will continue to be visible for those who view the report at a later date via our archives section of the website. Your company will essentially be “buying” the video permanently.



Austin County News Online Additional Services

Commercials – Contact For Pricing

Don't have a commercial? Do you want one for your website? Contact us and we will be more than glad to assist you.

Our staff will meet with you to go over the details of your commercial. What do you want to express to your viewers? What services or products do you offer? Once the details are finalized our staff will go to work to capture that in a quick 30 - 60 second commercial that can be used for online advertisement either with us or another online source (*like YouTube*).

We are dedicated to providing the best video service in the area. Pricing is based on a standard video clip and any revisions or additions will be charged by the item. Video creation is labor intensive but once it is complete, a video is invaluable to your business.

Logo and Ad Creation – \$20 an hour

Austin County News Online is not only a news company but also a company able to help with logos, graphics and ad creation. We have a great deal of graphical experience and will work with you to design your logo, ad or anything else you need. Pricing is depending on a variety of things such as size of ad, number of pictures and the complexity of the graphics. A more detailed graphic will cost more than a simple black and white lay out simply because it will take more time.

Website Creation and Maintenance –

\$200 setup, \$20 an hour for customization and updates

Do you have a website? If not, then we can help you! A website is a MUST in today's internet connected world. By having a website, you show the world that you are a viable business.

We can build you a professional WordPress Website that will make your business shine compared to the competition. We selected WordPress because it is the easiest and most user-friendly platform. At the same time it gives the professional look and tools you will need to help your prospective clients.

Computer Solutions - \$20 an hour

We have got quite a bit of experience with computers and computer solutions. The majority of issues people have with their computer is software related, it should not cost you an arm, and a leg to get that fixed.

- Virus Removal
- Spyware Removal
- Adware Removal
- New Computer setup and transfer of old data.
- Software and Hardware Troubleshooting
- Media Center PC Setup and Configuration
- One-on-One Training

Best of all, we'll come to you!



Austin County News Online Contact Information

Websites:

www.austincountynewsonline.com

www.austincountybuyandsell.com

Email:

publisher@austincountynewsonline.com

Telephone:

(979) 253-1785