



MARKETING OPPORTUNITIES

SACRAMENTO **36E**.COM



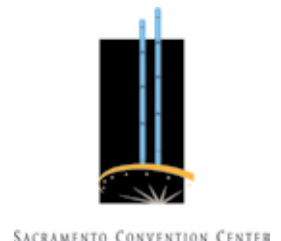
The Year-Round Source For
Sacramento Events

What is Sacramento365.com?

Sacramento365.com serves as an all-inclusive arts and entertainment event resource for Sacramento County (and soon beyond). Sacramento365.com features comprehensive listings of music, theatre and dance performances, exhibitions, gallery openings, poetry readings, cultural festivals, kids activities, and much more.

Users of Sacramento365 can search for events by date, type, even by organization and venue. There are photos, videos, map links and the ability to add and review comments. Plus, organizations can directly enter their own event information via the templates under the Submit Listing tab. No user name or password is required. Organizations and Venues will see that all of their events (past, current and upcoming) are listed on their profile page in one central spot. This is a great alternative to updating and managing an online calendar.

Visitors and residents alike plan their Sacramento activities today by visiting Sacramento365.com, the year-round source for Sacramento events.



Who is Sacramento365.com?

Sacramento365.com is a joint project of the Sacramento Convention & Visitors Bureau (SCVB), Sacramento Metropolitan Arts Commission (SMAC), and City of Sacramento's Convention Center (SCC). Development of this project is guided by our founding partners and staff.

Sacramento365.com is also a member of the Artsopolis Network, a growing number of member licensees dedicated to effectively promoting arts, culture and entertainment in their communities. There are currently over 30 cities nationwide in the Network.

Why Sacramento365.com?

1. We market the site for you to a targeted, active audience
2. Take advantage of our online visibility and up-to-date Search Engine Optimization tactics
3. Sacramento365.com actively participates in social networks (twitter/facebook/youtube) and promises messaging to our advertisers
4. Users can post reviews and comments to increase your events rating and provide you with valuable feedback on your event(s)
5. Possible Feature on the site's "Top 10 Events" page and weekly event e-newsletter
6. Lastly, get premier event coverage on Sacramento's most popular, informative, comprehensive, all-inclusive and most up-to-date events website!



Sacramento365.com

The Year-Round Source for Sacramento Events

A Google and Yahoo top ranking website search using keywords "Sacramento Events." More than 40,000 unique visitors and 380,000 page views each per month.

- 60% of users make over \$60,000 per year
- On average, each visitor clicks on 7 pages per visit
- 80% of visitors bookmark site to favorites



Who better to reach a local audience than a trusted website who knows your community?

Sacramento365.com offers local advertisers the opportunity to reach a targeted, local audience. Additionally, **Sacramento365.com** attracts the attention of thousands of visitors to the Sacramento area. Local content drives the web and **Sacramento365.com** delivers local content.

OPTION	LOCATION	ELEMENTS	RATE*
1 GOLDEN TOWER	Homepage -(Position 1) (50% Rotation) Run of Site (Position 3) (25% Rotation)	Banner Ad + Link (990 x 30) Banner Ad + Link (300 x 125)	\$450
2 RALEY RED	Homepage (Position 2) (50% Rotation) Run of Site (25% Rotation of available Position 4)	Banner Ad + Link (990 x 30) Banner Ad + Link (468 x 125)	\$400
3 BLUE RIVER	Run of Site (Position 3) (50% Rotation) Run of Site (25% Rotation of available Position 4)	Banner Ad + Link (300 x 125) Banner Ad + Link (468 x 125)	\$300
4 LOCAL CHOICE	Any Category Page (Excluding Homepage) (With messaging: Page Sponsored By...)	Banner Ad + Link (468 x 60)	\$200
5 SEASONAL	Banner Ads below (Position 3) Sitewide	Banner Ad + Link (300 x 125)	\$150

*Minimum one month commitment. 15% discount for SCVB Partners/Non-Profits, 10% discount for multi-month commitments. Rates are net.

FORMAT: JPEG or GIF (non-animated) Links: Sacramento365.com event listing page or URL.

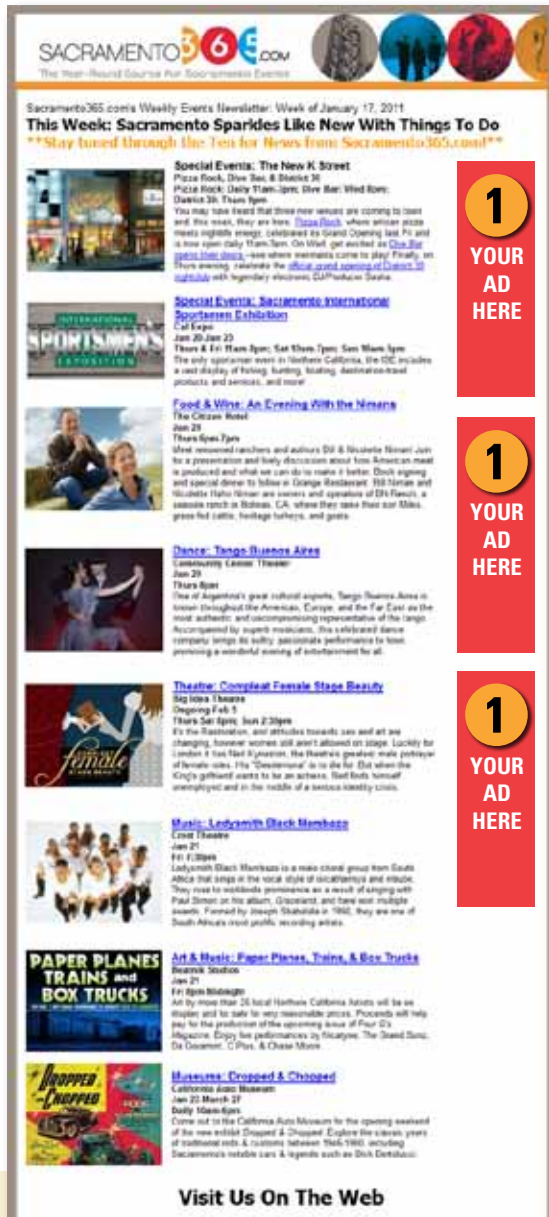
NOTE: Sacramento365.com has the right to approve or deny all ads submitted.

For more information contact Rachael Lankford, Managing Editor (916) 808-8642 or rlanford@cityofsacramento.org.

eNewsletter

The Year-Round Source for Sacramento Events

More than 2,000 opt-in subscribers have asked for details on Sacramento events. Get your message in front of them with ads on our newsletter!



1
YOUR AD HERE

1
YOUR AD HERE

1
YOUR AD HERE



Calendar Widgets

Eliminate the hassle of managing your own calendar content. Sacramento365.com offers completely customizable Calendar Widgets that you can plug onto your site and never have to worry about outdated content again. The widget can display the events and date range you want. The viewer can select specific events, categories of events or a specific date range.

Visit the Sacramento Association of Museums website www.sacmuseums.org/calendar and Sacramento News 10 website www.news10.net/life/entertainment/events to see a calendar widget.

Contact us for more information.

WEEKLY eNEWSLETTER	RATE	SCVB*
1 RALEY RED	\$60	\$50

*10% discount for consecutive weeks.
SCVB partners in good standing.

- Sacramento 365 e-mail database: 2,000 per week on average.

Site Analytics

Monthly Stats*

Page Views: 345,670
New Visitors: 43,920
Local Visitors: 88% of visitors live in California, with the majority being in Northern California.
Time on Site: Over 3 minutes
Pages Viewed: Average 5 to 6 pages viewed per visit.

Social Media

Sacramento365.com is very socially active online. We only post information that is on our website. However, we guarantee social media messaging on our various accounts for our advertisers.

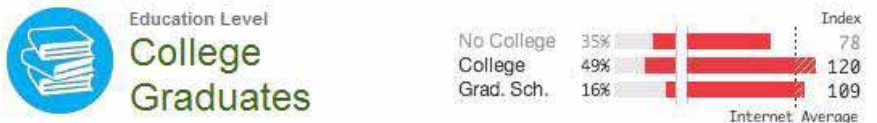
f Facebook:
 The ultimate way to connect!
 Profile page: 1,135 Friends
 Fanpage: 3,036 Fans
 Statistics: 68% Female
 30% Ages 25-34
 32% Ages 35-44
 19% Ages 45-54

t Twitter: Catch our latest updates in 140 characters or less! 2,515 Followers

YouTube: Share your videos or check ours out,
www.youtube.com/user/Sacramento365dotcom

delicious: Share related links and websites with Sac365, www.delicious.com/Sacramento365

Demographics (March 2011)**



Contact Us:

Rachael Lankford, Calendar Editor
rlankford@cityofsacramento.org
 Phone: (916) 808-8642

Sacramento Convention & Visitors Bureau
 1608 I Street, Sacramento, CA 95814
 Phone: (916) 808-7777 - Fax: (916) 808-7788

*Month of March 2011 google analytics data.

**www.quantcast.com/sacramento365.com