

# S 411 SANTEE



Santee411.com - everything you need to know about Santee, SC - your Oasis of Recreation!

## Advertise with Us!

Web advertising is increasing dramatically as evidenced by the success of Google, Yahoo and others. But a small local business has little chance of being seen in the thousands of results returned by these giant search engines.

Santee411 was created to provide tourists, prospective visitors and residents alike with a one-stop portal of information to promote tourism and stimulate economic activity in Santee and neighboring communities *on both sides of Lake Marion*.

*Santee411 offers a number of options to publicize and promote your business*

- Standard Listing  
- Premium Listing

- Business Directory

- Banner Ad  
- Real Estate

## Pricing Summary

**Standard Listing** – Our site has a number of lists for local services including Hotels, Condos/Villas, B&B's, Campgrounds, Restaurants, Clubs, Attractions, Shopping, Golf Courses, Fishing Guides, Marinas and Nature attractions.

### Standard listing

If your business is appropriate for one of our lists, we will gladly include you *at no charge!*

### Premium Listing

1 month - \$25.00  
3 months - \$59.00  
6 months - \$129.00

See the **Standard Lists** section on Page 3 below for details.

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**Business Directory** - Your business is listed under a maximum of 3 categories. An image of your business card along with an overview of your product or service and link to your website are all included.

1 month - \$29.00  
3 months - \$79.00  
6 months - \$149.00

See the **Business Directory** section on Page 4 below for details.

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*News and Events - Accommodations - Classifieds - Entertainment - Real Estate - Recreation - Business Directory - Jafza News*

Santee411.com  
P.O. Box 371  
Santee, SC 29142

**Banner Ads** – a Banner ad is a graphic that is displayed in the margins of the Santee411 site. They are visually appealing and offer an excellent way to get your product or service in front of hundreds and potentially thousands of visitors each year.

\* Standard (125x125)  
1 month - \$45.00  
3 months - \$119.00  
6 months - \$225.00

\* Large (120x180)  
1 month - \$59.00  
3 months - \$149.00  
6 months - \$299.00

\* Maximum 2 panels (animated gif)

See the **Banner Ad** section on Page 5 below for details.

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**Real Estate Ads** – Please see the Real Estate Ad Guide at [http://www.santee411.com/docs/SANTEE411\\_RealEstateAds.pdf](http://www.santee411.com/docs/SANTEE411_RealEstateAds.pdf) for details.

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## Advertising Rates

Effective 4-1-09

### Standard Lists

You may be eligible for a complementary listing in one of the standard categories (lists) on the site. If your business is appropriate for one of our lists, we will gladly include you!

A complementary listing may be upgraded to a premium listing that differentiates your business by offering additional attributes to assist the site visitor. These include a direct link to your website, a map link to guide visitors to your business and a description or overview of your offering. Premium listings appear at the top of the list. Hotels and restaurants may also want to display their logo to take advantage of brand loyalty.

If your business is appropriate for one of our lists\* and you would like to be included, send an email to [admin@santee411.com](mailto:admin@santee411.com) with all of your information. You will be added *at no charge!*

### Premium Listing Upgrade

If you are listed but would like to upgrade to a premium listing, please supply us (via email above) with the following info:

- Website address
- Location / physical address to be mapped
- Description / Overview of your offering
- Logo if applicable (jpg, gif, bmp)

### Standard List - Premium Pricing

1 month - \$25.00  
3 months - \$59.00  
6 months - \$129.00

\* Standard Lists – Hotels, Rentals, Bed and Breakfast, Campgrounds, Restaurants, Clubs, Golf, Fishing and Boating. Non-profit and public venues are complementary.

### How to Order

For a Premium Listing Upgrade, we'll need the following:

- 1) Send an email containing all of the upgrade information (as described above) to [admin@santee411.com](mailto:admin@santee411.com)
- 2) Send a check for the period desired to the address in the footer below.
- 3) We will create the ad and contact you for final review and approval before posting

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## **Business Directory**

The Santee411 *Business Directory* allows your business to be listed under a specific category(s). An image of your business card along with an overview of your product or service and link to your website are all included. See a sample page at <http://www.santee411.com/samples.cfm>

### Pricing

1 month - \$29.00  
3 months - \$79.00  
6 months - \$149.00

### **How to Order**

For a Business Directory ad, we'll need the following:

- 1) Send a business card to the address in the footer below. (Please protect it from bending in the envelope)
- 2) Include a check that covers:
  - the appropriate amount for the desired duration (1,3 or 6 months)
- 3) Send an email to [admin@santee411.com](mailto:admin@santee411.com) that includes:
  - a) the description of your product/service to be placed below your card (max 100 words)
  - b) up to three (3) categories to be listed under – we'll create a new category if appropriate.
- 4) We will create the ad and contact you for final review and approval before posting

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## Banner Ads

Banner ads offer the greatest visibility and are prominently displayed in the margins of the Santee411 site. They are visually appealing and offer an excellent way to get your product or service in front of hundreds and potentially thousands of visitors each year. These “teaser” ads have become the standard for web advertising. An attractive banner ad (static or animated) will grab the attention of visitors interested in your services - they are NOT annoying pop-ups.

Clicking on your ad will bring the visitor directly to your website. **If you don't have a website, Santee411 can create an attractive one-page online brochure for you. Call for details – 803-854-5805**

Banner Ads are available in two sizes – standard and large – with a maximum of 2 panels (animated gif). See the sample page at <http://www.santee411.com/samples.cfm>

### Pricing

DISPLAY - (inside pages) – Monthly Rate  
Add 15% for display on Front Page (index.cfm)

Panel Size	Number of Months		
	1	3	6
Standard (125 x 125)	\$45.00	\$119.00	\$225.00
Large (120 x 180)	\$59.00	\$149.00	\$299.00

### How to Order

Banner Ads are completely customized for each customer. We will work with you to produce an ad that accurately reflects your business identity (colors, logo, font, etc.). Some things to consider before you contact us:

- 1) Existing artwork/logo – if you have a copy of a previous ad from another publication (T&D, Lakeside, etc.) – please forward it.
- 2) Propose the wording for your ad – what is the clear crisp message you want to convey?
- 3) Determine the size and number of panels you would like – see the Sample page - <http://www.santee411.com/samples.cfm>
- 4) Contact us via email – we'll be happy to offer suggestions

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**Santee411 welcomes your inquiry and we look forward to helping you promote your business!**

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