



Advertising Information Packet

HELLO!

My name is Shelby Stone and I am the new owner of this small business that the previous owner, Danna Woody created in June of 2023. I taught in local school districts for ten years before becoming a stay at home mom to two littles: Mack and Mae. I serve on the Ouachita County Historical Society board of directors as secretary, and have also held the position of executive director of the Camden Downtown Network for a year and a half before jumping into this new adventure.

The website, www.mycamdenar.com, launched on June 1, 2023 and we couldn't be more proud of its success. It currently has over 24,000 views while our Facebook page has over 3,400 followers, with an average monthly reach between 25K and 36K people! Our data also shows that our website has visitors from all over the country. We're thrilled with all the exposure Camden is gaining from both the website and Facebook page!

The Business Directory on the website is a space where citizens and visitors can find information for area businesses by category. Think of it as the yellow pages online for Camden! Businesses are placed under their category in a first come, first served manor. For instance, if you are a Chiropractor and you are the first to sign up, you appear first under that category. You will stay in that space as long as you renew each year, so signing up before others in your category has its privileges! We currently have 25 local businesses listed with a goal of 100 by the end of 2024. We would love to add your business!

We made it affordable for every business, even the smallest home-based business, to have an opportunity to be listed in our [Business Directory](#)! For only \$20 per month, billed annually at \$240.00 (or \$30 per month if you choose monthly payments), we will include a photo (a square format that you can either send to us, or we will come take pictures at your location to include on the site), the name of your business, contact information, a link to your email (if applicable), and will link to your website and/or your social media page. We post a welcome on our Facebook page when a business signs up, as well as periodically sharing posts and info for each business that advertises with us!

We have other opportunities for advertising around the site, as well as job opportunity ads that start at only \$50/month. We currently have 10 page ad advertisers as well as 2 job opportunity advertisers who run ongoing ads each month! We would love to have your business featured on our website!

We look forward to getting to know you and working along side you to help grow Camden and its economy! If you have questions, or would like to set up a 30 minute introductory meeting, please feel free to email us at mycamdenar@gmail.com.

**Sincerely,
Shelby Stone**

Advertising Information

Ad Options

Business Directory Listing: \$20/month paid annually or \$30/month paid monthly

We created this option and price point to make it affordable for all businesses to be featured on our website! At only \$20/month (paid annually at \$240) or \$30/month (paid monthly), your business can be found on one of the directory pages under the classification that best suites your business. Each listing includes a photo (of your choice or we can come take a photo of the outside/inside of your business), your business name, brief description, contact information, and links to your website, social pages, and your email, making it easy for customers to find you!

Banner Ad: \$100-\$200 per month, paid quarterly

An ad that appears at the top of the website page and will be linked to your website, social media page, or email. Tier 1 pages (Home, New To Camden, Events/Activities pages) are priced at \$200 per month and Tier 2 pages (all others on the website) are priced at \$100 per month. All banner ads are paid quarterly.

Square Ad: \$50-\$100 per month, paid quarterly

Square Ads appear on the pages throughout the website and will be linked to your website, social media page, or email. Tier 1 pages (Home, New To Camden, Events/Activities pages) are priced at \$100 per month and Tier 2 pages (all others on the website) are priced at \$50 per month.

Square Ad On Job Opportunities Page: \$50 per month, paid monthly

These square ads appear on the "Camden Area Jobs" page specifically to advertise your business's current job openings. It will be linked to your website, social media page, email, or directly to your online application page. Ads run for 1 month at a time. Ads are due no later than the 25th of the month prior to publishing date.

General Ad Information

- All ads must be submitted via email to mycamdenar@gmail.com. Ads must be ready to publish in jpg or png format and sized as follows: Banner Ads - either 720x90 pixels or 1440x180 pixels; Square Ads = either 1080x1080 pixels or 2160x2160 pixels.
- If you need ads designed, we can do so for \$30 per design.
- Quarter 1: Jan 1 - March 31; Quarter 2: April 1 - Jun 30; Quarter 3: July 1 - Sept 30; Quarter 4: Oct 1-Dec 31
- Quarterly paid ad designs can be changed monthly by emailing us at mycamdenar@gmail.com. All ad changes need to be received no later than the 20th of the month prior to publishing month. For example, if you want an ad to run for June, we need the ad change by May 20th.
- We will be posting frequently on our Facebook and Instagram pages and will include all businesses who work with us. Those who choose to advertise using both the Business Directory Listing AND a banner or square ad will be featured more often.

Advertising Tips

- Rule #1 in advertising - less is more. When creating your ad, using less information usually sees better results. If you are a realtor, insurance agent, etc., using just your headshot, company logo, and phone number is a great option. If you are a retail business, a photo of your logo or your sign will stand out.
- For maximum exposure, choosing the Business Directory Listing plus one other ad format is a great option.
- Using consistent branding will help your customers remember you. Using the same head shot, colors, logos, etc. in all of your ads will help establish your brand and consistency for your audience.

 **Client Initials** _____



Advertising Agreement

Company Name: _____
Contact Name: _____ Title: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Email Address: _____
Website Address: _____
Facebook Business Page? Yes No Instagram Business Account? Yes No

PRICING

Business Listing: \$20/month paid annually (\$240 total due at signup/renewal) or \$30/mo paid monthly
• Includes photo, business name, brief description, & phone number, plus links to website and any social media pages

Tier 1 Page Banner - \$600/quarter Tier 1 Square Ad: \$300/quarter
• Tier 1 includes Home page, New To Camden page, & Events/Activities pages

Tier 2 Page Banner: \$300/quarter Tier 2 Square Ad: \$150/quarter
• Tier 2 includes all other pages not listed above

Terms & Policies

- This agreement is between My Camden Arkansas (Advertiser) and the above named individual (Client). By signing this Agreement, the Client agrees he/she has read, understands, and agrees to all Advertiser terms & policies set forth. The Client further agrees he/she has authorization to enter into this advertising agreement.
- The Client agrees the Advertiser can use and share any photos or posts from the Client's website(s) and/or social media pages on the Advertiser's website and/or social media pages.
- The Client's ad on the Advertiser's website or social media pages can be active links to the Client's URL or social pages given above. The Client will be responsible for his/her website's content and for notifying the Advertiser of any changes to its URL or company information during the term of this Agreement.
- The Advertiser reserves the right to refuse any advertisement at any time.
- Ads must be emailed to Advertiser at mycamdenar@gmail.com in the following finished formats: Banner ad size: 720x90 pixels or 1440x180 pixels. Square ads need to be 1080x1080 or 2160x2160 in PNG or JPG.
- Client agrees to protect and hold harmless Advertiser and its advertising representatives from any suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with the advertising referred to in this contract and assumes liability for all content of advertisements printed and for any claim arising there from made against Advertiser.
- Advertising Agreement and initial payment due prior to first publication.
- Payments accepted: Credit or debit cards paid through Square, cash, or business checks made payable to: My Camden Arkansas and mailed to PO Box 3202, Camden, AR, 71711.

Client Signature/Online Accepted Signature Date Advertiser (My Camden Arkansas) Signature Date

Advertising Selection

Company Name: _____

Due to the nature and rapid changes of website advertising, please let us know what ad spaces you are interested in, or if you would like to discuss a plan that works best for your business. We will contact you once we receive your request.

I am interested in the following advertising (please check all that apply):

Business Directory Listing - \$240/annual payment \$30/monthly payments

Banner Ad - Tier 1 (\$600/quarter)

Banner Ad - Tier 2 (\$300/quarter)

Square Ad - Tier 1 (\$300/quarter)

Square Ad - Tier 2 (\$150/quarter)

Square Ad - Job Openings (\$50/month)

I would like to set up a time to discuss a plan.