

CITYpeek™

Live like a local.



MEDIA KIT **2011**

CITYPEEK.com has become the East Coast's leading city guide for a reliable "peek" of how to "live like a local". CITYPEEK keeps a firm pulse on the food, wine, lifestyle and tourism industry. It's CEO/Founder, "Citypeek Patti" Neumann is known for garnering "scoops" of foodie and hospitality news. Her marketing and social networking touch helps the CITYPEEK team increase brand awareness and drive traffic to brands and businesses.

Company Details:

CITYPEEK is dedicated to finding the most reliable peek and scoops in town. We have a strong pulse for what is going on in town from DC-Maryland-Philly and NYC in between.

Based on the East Coast, that is our majority viewership of 70%. The rest are people looking to visit and sample and purchase local offerings.

- CITYPEEK is a 'peek' of the most reliable places in town to live like a local.
- CITYPEEK receives thousands of page views daily.
- CITYPEEK integrates social networking avenues for marketing on Twitter, Facebook & FourSquare both on & off the website--broadening marketing opportunities for our clients. Search: CITYPEEK Patti.
- High traffic rankings: companies time after time show higher SEO rankings after being a featured listing on CITYPEEK.

Demographics:

CITYPEEK.com has a valuable user base of:

- Well-educated decision-makers ranging in age from 25–65.
- Individuals typically with discretionary income and fine taste.
- Enjoy dining out and buyers of quality products and services.
- Average 2.5 vacation travels/year.
- CITYPEEK Users primarily live in or travel to major metropolitan areas both in the U.S. and Internationally.



We offer a variety of advertising options, including:

CITYPEEK.com offers a wide range of advertising opportunities designed to help you build brand awareness and drive traffic to your business. Our geo- and destination-targeting capabilities enable you to reach the audience most valuable to you. We have the ability to align your ads with specific content categories including Restaurants, Entertainment, Hotels and Lifestyle. We can tailor-make your marketing package.

- Featured-Top-of-Page Picture-Listing
- PEEK of The Week-Email & online blog placement
- Standard IAB ad units on CITYPEEK.com
- Custom content & feature sponsorships
- Social Networking Marketing advertising

We have multiple opportunities to fit your budget and specific needs:

Highlight YOUR BUSINESS on a City home page(s) with the following benefits:

Separate individual page with details, map, description, web link, # and includes highlighted listing on the directory pages.

Users have the ability to post comments, reviews and businesses may post specials and events.

FEATURED listing on MAIN CATEGORY PAGE Limit to 30/category:

Restaurants-Museums/Attractions/Entertainment-Hotels-Lifestyle-Condos-Events. Includes Top of Page rotation. From \$350/month.

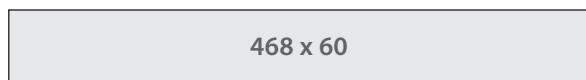
DIRECTORY Listings

If your budget is more modest, for just \$99/month- you will be listed on the directory with a link and phone number to your business. (6 month minimum) \$99/month

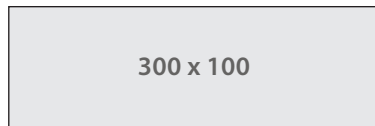
BANNER Ads

3 sizes to choose:

- 468 x 60 pixel Top-of-page ad from \$695/month*



- 300 x 100 Pixel Side ads from \$399/mo



- 300 x 250 pixels Priced from \$650/month*



*All Ad Prices Based on number of pages and number of cities needed.

CITYPEEK OF THE WEEK: E-Blasts/E-Newsletter Sponsorships, Blog Posts & Social Networks

CITYPEEK BLOG Sponsor from 10,000-30,000 dedicated emails and social networking followers.

Your business will receive thousands of targeted page views quickly! Bi-weekly targeted groups emailed to our facebook and twitter followers and various other social networks.

View Rate Avg 80%, typical open rate is 40%

'This e-news is sponsored by Your logo and link with a powerful sentence about your business or place in an ad.' \$750-2500 sponsorship.

Blasts are also posted as blogs and have staying power as most refer back knowing that CITYPEEK is a proven, reliable choice of where to go to find the best in town and where the locals like to go.

SOCIAL NETWORKING Integration:

Stay ahead of the curve & have CITYPEEK mention you to 1000's of friends & followers on our social networking on sites like: Twitter, Facebook, FourSquare, YouTube & more.

CITYPEEK works with you in online marketing.

We use the various social avenues to your benefit driving traffic and sales!

We can help set your company up-complete integrated packages available. Follow and fan us on

- **TWITTER:** www.Twitter.com -search CITYPEEK
- **FACEBOOK:** [www.facebook.com/pages/CITYPEEK Patti/83335094621?ref=ts](http://www.facebook.com/pages/CITYPEEK+Patti/83335094621?ref=ts)

MONTHLY PRIZES & GIFT CARD MEMBER REWARDS

We reward our loyal CITYPEEK users, and 'Peekers' for their high-quality reviews and membership - FREE membership that is. CITYPEEK teams up with some of the best hotels, restaurants and entertainment venues to offer the chance to win prizes, tickets, gift cards - just for reviewing and peeking.

The CityPeek Blog

CRAB COOKIES QUESTION
Submitted by [peek](#) on Thu, 10 Feb 2011 at 9:28 [Baltimore](#) [Eastern Shore](#) [New York](#) [Philadelphia](#) [Washington DC](#)
CRAB COOKIES QUESTION just in to CITYPEEK--Do you know of any bakeries in the Mid-Atlantic area that make crab shaped cookies or would be willing to give it a shot? Looking to purchase... [Read More](#)

Famous Mobile Food Trucks Popularity begins...

MILLE D'ICAL

Hollywood DINER
Sooooool Food-Hollywood Diner's New Operator
click: [READ Story](#)
CITYPEEK Event of the Week:



CONTACT US TO LEARN MORE

For a media kit or to learn more about advertising with us, please contact us at advertising@citypeek.com or 410-837-4930

