Media Kit

SUMMARY

CollinCountyGuide.com is the web destination for "What To Do" for Collin County residents and visitors. Becoming an advertiser on this site provides an opportunity for you to reach a targeted, highly engaged audience that is responsive to products and services that meet their unique interests and needs.

Collin County Guide launched in December 2015; we've been managing niche-market websites since 2005, beginning in the Los Angeles suburb of Santa Clarita.

AVERAGE MONTHLY SITE TRAFFIC

These are the statistics for average monthly site traffic reported by Google Analytics for the period 9/2/19-9/1/20:

- Pageviews: 28,245
- Sessions: 16,902
- Users: 12,886

READER PROFILE

Based on Google Analytics, our typical viewer is 40% Male/60% Female. Over 50% of our viewers are between the ages 25-44, with 26% under the age of 35. According to Google Analytics, some of their top interests are shopping, arts & entertainment, food & dining, cooking enthusiasts, travel & hotels, family, lifestyle, home & garden, real estate, and technology/mobile enthusiasts.

Texas accounts for 91% of our site traffic, with the largest percentage of those viewers from Collin County (51%) and Dallas (31%). We are also pulling from Carrollton, The Colony, and Little Elm. Outside of Texas, we are reaching potential relocating employees and visitors (in this order) from California, Illinois, Virginia, Oklahoma, New York, Florida, North Carolina, Colorado and Georgia.

The unemployment rate for Collin County residents is 2.7% (December 2019). The median family income in Collin County is $105,954 (2017). Of the Collin County residents, 49.7% of those 25 and older have a bachelor degree's degree or higher, far outpacing the state and national figure that hover between 26 and 28 percent. (Collin County TX Demographics)

AD SIZE

THE DETAILS:

Size:

We sell one size: 300x250 pixels
Why? Because our site is fully responsive, and it looks great whether viewed on mobile or a desktop! Over 73% of our viewers consistently visit us on a mobile device or tablet—at a point of decision.

What You Get with Your Ad:

Your ad purchase includes a listing on the same page that your display ad will appear.

- Example: You purchase a display ad on the "Live Music" page, your listing will appear on the "Live Music" page.
- If your ad appears on a page that does not include listings, such as the "Home" page, your listing will be posted on the most appropriate page for your type of business.
- Calendar Display Ad purchases include one event listing per week.

Listings:

Listings on pages are only offered with the purchase of a Display Ad. However, once you purchase your display ad, if you'd like to purchase additional listings we will send a button to you to purchase them at $99/month.

Rate Card:

There is a **two month minimum** on all ad buys. After that, **your ad automatically renews monthly** and we require a 30-day notice. **Your credit card will be billed each month until you cancel automatic payments.**

Secondary Pages	$200/monthly
Primary Pages	$300/monthly
Calendar or Seasonal Page	$400/monthly
Home or Christmas Lights Page	$500/monthly

Deeply discounted rates are provided as a reward for advertisers who prepay for 12 mos.

How You Pay for Your Ad:

All billing is set up on your credit card or PayPal when you place your order. It will automatically renew each month unless you cancel it. **Your credit card will be billed each month until you cancel automatic payments. A 30-day notice is required to cancel.** You do not need a PayPal account to purchase an ad with us.

What You Will Need for Your Ad:

1. **Your ad**. Your ad must be sent to us ready to post. We provide "how to" instructions here. This is how we keep our ad costs so low. If you would like help in creating your ad, we can do this for you too by clicking here. If you prepay for 12 months, we offer the option that we will create the ad for you at no cost.
2. **50-word description**. This is the information we will include in your listing. We will also include event descriptions when posting events to our calendar.
3. **Contact person and information**. We will work with one person through this process, so be sure to have that person's email address and phone number readily available. Why? Remember the old adage "too many cooks spoil the broth"? We find that's true with posting an ad, too.
4. **Comments**. Do you have additional info you want to include, such as "this event is reserved for folks 21 and older"? Please include it.

Other Things You Should Know:

- On average 14,907 times each month someone clicks off of Collin County Guide.*
- We do sell the large ads at the top and right side of the site which appear on all pages--when they are available. Of course, they are the most desirable and therefore most costly of all the ads because every visitor to the site sees them. Inquire by sending an email here.
- When you purchase an ad with us, your ad may rotate with other ads
- Unlike ads on an ad server, our ads are hosted on our site and **are not blocked** with ad blocking software.
- You'll be agreeing to our Terms and Conditions when you purchase your ad.
- We offer phone support (by appointment) for ad buys totaling $6,000 or more in a 12-month period. (That's $500/mo for 12 months.) If you would like personalized attention, we're happy to help through email. Just send us an email to sales@collincountyguide.com
- We only accept payment via credit cards.
- We post ads on the first of each month. The ad cut-off date is the 15th of the preceding month. (Special circumstances may be considered.)
- You may want to review our additional links on advertising. There's great info there if you're new to online advertising or just new to us.

How to Reach Us:

Send an email to sales@collincountyguide.com

*Based on our internal click log for the period 9/2/19-9/1/20.

Rev20200902