

# Stand Out From The Competition



*Advertising Brochure*

## About Us

Urban Life & Style is the leading urban source for events, news and people in the top 4 major markets in Texas – Austin, Houston, Dallas and San Antonio. Urban Life & Style is unmatched in website performance and is the only site of its kind in Texas.

## Web Metrics

- Over 30,000 permission-based newsletter subscribers
- Over 120,000 unique visitors per month
- Over 1,000,000 hits per month

## Why Advertise With Us

- Make your company's name a household name
- Promote your Company, event, service, or product to 4 major markets on 1 site
- Unmatched exposure on the most popular site for Texas' urban community
- Real-time metrics on how many people were exposed to your ad (impressions) and how many clicks your ad received
- Guaranteed exposure to African Americans - largest consumers of goods and services – on the fastest growing site for African Americans in Central Texas
- Brings customers with ONE click of your website and information
- Targeted marketing by Texas region (North, South, Central, and/or East) to potential customers who are looking for your product or service
- Personal one on one personal account management
- Highly recognized by current clients for exceptional customer services



## Advertisers

Urban Life & Style has played a powerful role in introducing, repositioning, and reinvigorating brands.

### Service

All Cities Mortgage  
Castle Technology Group  
Commons Solutions  
Ever After Images  
Farmers Insurance  
Gabrielle's Salon & Day Spa  
III Coaching  
Julia's Hair Braiding  
Ladder Jumpers  
Pure Black Beauty  
Sayles Tax  
Texas Sport Cuts  
Totally You  
UBETRISING Vocal Studio

### Event Promoters / Organizers

80s Baby Entertainment  
Austin 3030  
Austin Black Expo  
Austin Renaissance  
Austin Toros  
Cantilever Concepts  
C3  
CLP Promotions  
Lyons Entertainment  
Play Date  
Rozone Productions  
Sister Power Summit  
South Flavas Entertainment  
Swagger Entertainment  
Team BBC

### Non-Profit

Agape Churches  
Austin Fire Department  
Austin African American Firefighters Association  
Barbara Jordan National Forum  
Blacks in Government – Central Texas Chapter  
Blend In Black  
Business Investment Group (BiG) Austin  
City of Austin  
Greater Mt Zion Baptist Church  
Media Business Council  
Mt. Zion Baptist Church  
Positivity 4 Purpose  
Texas Department of Insurance  
Word of Life Church

### Venues

Cap City Comedy Club  
Frank Erwin Center  
One World Theater  
The Archive Lounge  
The Long Center  
The Studio  
University of Texas

### Artists / Musicians / Individuals

Charles Seafous  
Curtis Batts  
George Powell  
Saul Paul  
Miz T

### Other

Channel Austin  
Universal Home Entertainment



## Advertising Solutions

### Banners

Urban Life & Style offers a number of display advertising sizes and options. We can create display ads based on your input or you can also create and submit your own display ads. All submitted ads must follow the specs outlined in the appendix.

### Videos

Our web-driven technology website allows you to advertise visual promotions that really stand out to readers.

### eBlast

eBlast is a stand-alone email sent to registered users by urbanlifeandstyle.com on behalf of an advertiser to reach a highly targeted audience. This efficient sales medium offers many benefits:

- An exclusive opportunity to deliver relevant, personal content directly to our users
- Great results with high click-through rates, open rates and ROI, all fully trackable
- Precise targeting that enhances effectiveness
- It's sent only to users who have requested to receive messages from our advertisers, which ensure you have an engaged audience.

### Microsite

You may find that your organization has needs that aren't met by its current website. Perhaps your parent company or national brand website doesn't include enough information on your organization's specific products, services or specials.

We can create a micro-site for you that serve your needs perfectly. Designed to coordinate seamlessly with your existing branding, you'll be able to decide exactly how your organization is presented.

### Custom Advertising Solutions

Urban Life & Style will design custom advertising products and solutions to meet specific advertiser needs. This includes custom banner and email campaigns, micro sites and full web site development to build awareness for specific events, brands or other promotional needs as defined by the client.

### Additional Services Offered

Merchandising – bFollowed

Online Ticketing – CSquared Tickets

Website, graphic design, and print services – Castle Technology Group

### Deadlines

Advertising Solution	Full Payment	Final Graphic / Content
Email Blast	24 hours prior to sent date	24 hours prior to sent date
Banner Ad	24 hours prior to publish date	24 hours prior to publish date
Ticket Giveaways	Not applicable	5 days prior to event date



## Ad Sizes

Urban Life & Style voluntarily complies with the Interactive Advertising Bureau (IAB) ad unit guidelines. If you are currently advertising an Interactive Media Unit (IMU) on a site that is IAB compliant, the ad will work on Urban Life & Style without modification.



728 x 90 pixels - Leaderboard



300 x 250 pixels - Medium Rectangle



300 x 100 pixels - 3:1 Rectangle

