

# 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. Urban Life & Style is also the only website of its kind to offer self-service advertising. Simply go to <http://www.urbanlifeandstyle.com/advertisers> and your ad can be up in minutes!

## Web Metrics

- Over 28,000 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
- Your choice of self-service publishing of your ads or personal one on one personal account management for custom campaigns
- 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  
Austin Fire Department  
Castle Technology Group  
City of Austin  
Commons Solutions  
Ever After Images  
Farmers Insurance  
Gabrielle's Salon & Day Spa  
Ill Coaching  
Julia's Hair Braiding  
Misha Nikole Photography  
Pure Black Beauty  
Sayles Tax  
Texas Sport Cuts  
Totally You  
UBETRISING Vocal Studio

### Event Promoters / Organizers

Austin 3030  
Austin Black Expo  
Austin Renaissance  
Austin Toros  
Cantilever Concepts  
C3  
DWE Records  
Lyons Entertainment  
Play Date  
Rozone Productions  
Sister Power Summit  
South Flavas Entertainment  
Swagger Entertainment  
Team BBC  
Urban Music Festival

### Non-Profit

Agape Churches  
Austin African American Firefighters Association  
Barbara Jordan National Forum  
Capital City African American Chamber of Commerce  
Greater Mt Zion Baptist Church  
Posivity 4 Purpose  
Word of Life Church

### Venues

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

### 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. Your banner ad can be published in minutes by using our self-service advertiser control panel located at <http://www.urbanlifeandstyle.com/advertisers>.

## Videos

Our web-driven technology website allows you to advertise visual promotions using Flash (.swf files) that really stand out to readers. Get started and have your ad up in minutes by using our self-service advertiser control panel located at <http://www.urbanlifeandstyle.com/advertisers>.

## eBlast

eBlast is a stand-alone email sent to registered users and newsletter subscribers 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.

## Online Ticket Sales

Increase your event exposure by selling general admission tickets to your event on csquaredtickets.com, a division of Urban Life & Style. We provide the technology to help you increase ticket sales with zero fees. You keep 100% of your ticket price.

## Contests

To generate excitement among online consumers for your venue or event, you can choose to sponsor a contest with a give-away that will attract reader attention.

## Behavioral and Demographic Targeting

On Urban Life & Style, advertisers can benefit from user tracking methodology that matches advertising messages with targeted behaviors on our site. When users receive advertising messages that match their interests, the results are dramatic.

## 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.



## 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. Publish your ad in minutes with our self-service advertiser control panel by visiting <http://www.urbanlifeandstyle.com/advertisers>.



728 x 90 pixels



300 x 250 pixels



300 x 100 pixels



300 x 600 pixels