

WE ARE LANC- ASTER

A BEAUTIFUL WEBSITE FOR THE PEOPLE OF LANCASTER CITY

We Are Lancaster is not just quilts and distelfink. It is music and good food. It is art and inspiration. It exists to encourage community, celebrate our history and anticipate our future. We are Lancaster, and these are the things we love.

WE'RE ONTO SOMETHING.

LAUNCH FACTS:

- 1800 visitors to site on day 1
- over 375 facebook fans by day 2
- 106 twitter followers by day 2
- 80% site traffic from PA
- 3,500 page views in 2 days
- 5:37 average time spent on site
- 12 committed contributors

DON'T TELL US WHAT YOU DO TELL US WHY YOU DO IT AND WHO YOU ARE

BECAUSE WE CAN'T DO IT ALONE. 2009 ADVERTISING AND SPONSORSHIP

YELLOW: ADVERTISING (unlimited number)

We'll give you a shout-out. A loud, consistent shout-out. You believe in our mission and you will be recognized as a part of the energy.

- \$50 per week or
- \$175 per month (4 consecutive weeks)

SIDEBAR ADVERTISING INCLUDES:

- 120px x 120px sidebar ad placement with link
- ad is on all blog pages with link
- free design of ad by The Infantrree
- Monday to Monday ad rotation

GREEN: SPONSORSHIP (limited to 8 sponsors)

We'll give you an audience. You like us. You support our mission, and you want to become a player. You desire to tell people why you love Lancaster, and we help you. Our viewers get to know you.

- \$250 per month
- \$225 per month (with 3 month commitment)

GREEN SPONSORSHIP INCLUDES:

- logo placement in homepage sidebar and all blog pages, free design by The Infantrree
- 300px x 200px ad with writeup on sponsors page (design like contributors page) with link
- introduction 'thankyou' post written by WeAreLancaster
- quarterly guaranteed 'Why Lancaster' post (image, link, and your response to 'Why Lancaster?')

BLUE: PARTNERSHIP (limited to 2 partners)

We'll give you a hug, an audience, and a voice. You love us and we love you back. You have a say. You help develop our vision and create a presence on our site. Our viewers decide they like you.

- \$1500 - 3 month partnership

BLUE: PARTNERSHIP INCLUDES:

- includes **GREEN** sponsorship **PLUS**:
- 'Lancaster Q & A post' with person of your choice
- 2 additional 'Why Lancaster' posts with person of your choice (i.e. CEO, student, employee, customer)
- hand-made zine production - partner with local artists and designers to create an edition of 100 hand-made zines (see <http://www.wearelanaster.com/zines>)
- logo and thankyou on all WeAreLancaster materials and at events (when applicable - i.e. movie nights, concerts, lectures)