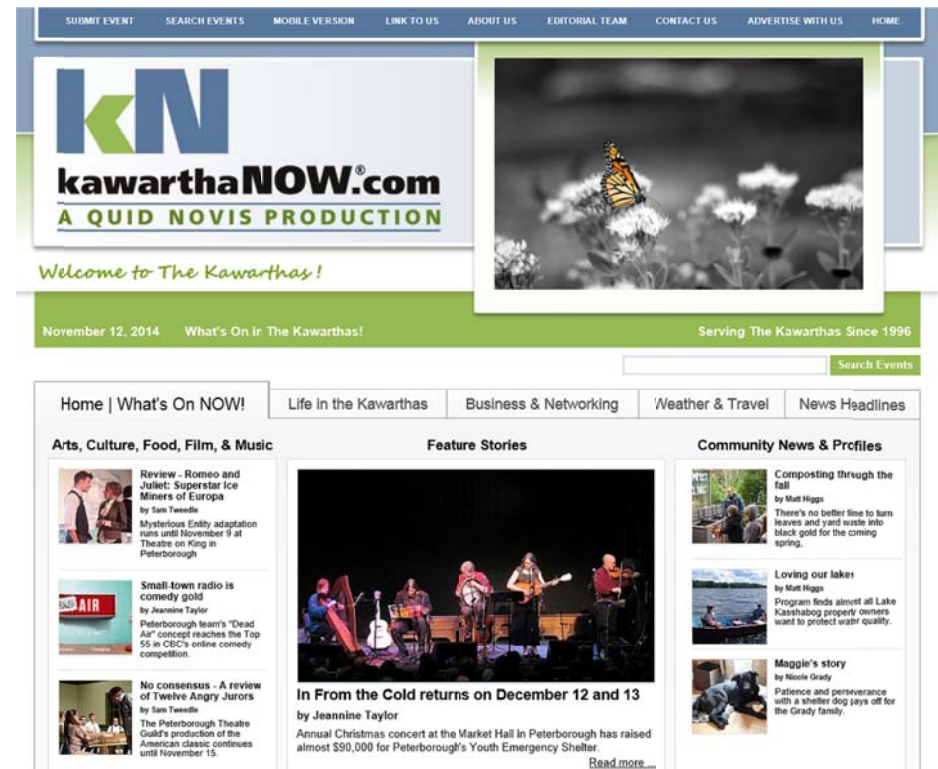




About kawarthaNOW.com

- **We've been online since May 1996 (as quidnovis.com) and in July 2010 rebranded to kawarthaNOW.com and trademarked the brand**
- **kawarthaNOW.com** provides news & events to a five county area Peterborough, Northumberland, Kawartha Lakes, Haliburton, and Hastings and reaches a market population of over 430,000. We reach over 74,000+ unique households and workplaces every month.
- Our readers are 58% female, 42% male and read more than 430,000 pages monthly on our site. Our readers are affluent and well-educated residents, visitors, and cottagers.
- At any given time our site contains over 800 events, 1400 venue listings and current, original high-quality editorial
- We are leaders on social media and strive to reach a regional audience. We are internet marketing experts who create customized advertising and promotional packages to maximize our advertisers' exposure.
- Please email **JT@kawarthaNOW.com** to request our media package.



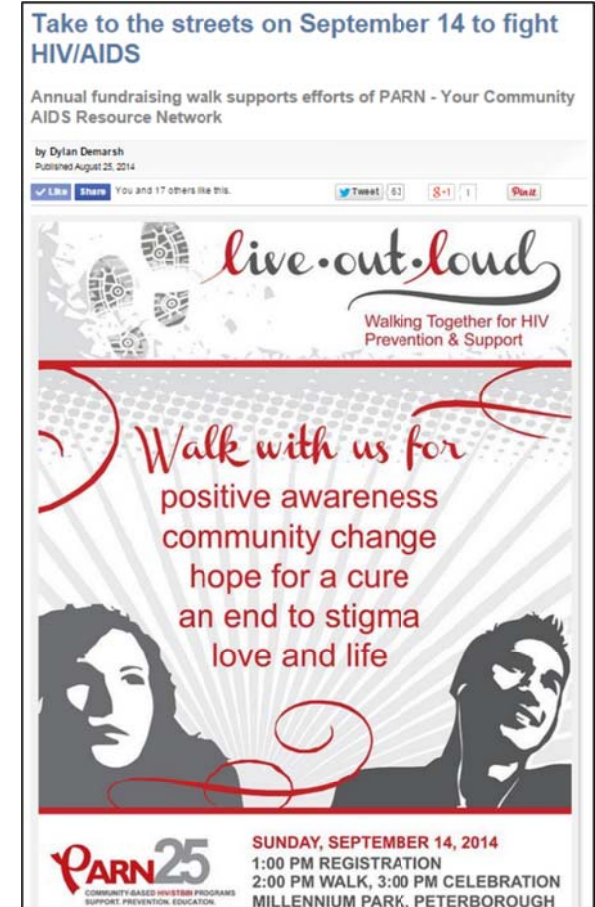
What we can do for your event and organization

We use a mix of event promotion, banner ads, editorial coverage and social media buzz to promote your event and organization. We work to understand your goals and create a customized promotion mix to help your event succeed. The results of working with kawarthaNOW.com will be:

- Increased awareness of your event and increased attendance
- Potential sellouts (we've been credited with boosting ticket sales at events from many venues and varying audiences)
- Improve your social media coverage and profile and boost numbers
- Increase your exposure on Google and other search engines
- Higher profile for establishing new and ongoing events

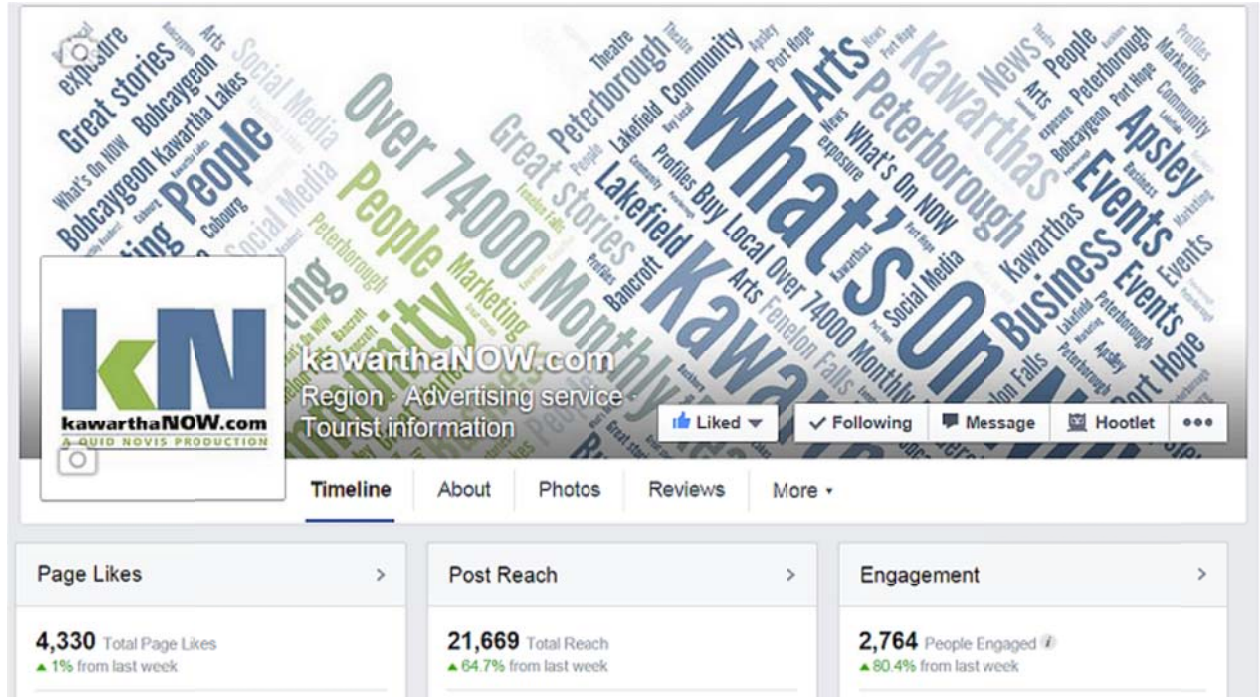
kawarthaNOW.com provides:

- Editorial coverage and feature editorials
- Banner Ads – various sizes
- Free event listings which are Tweeted and shared on social media
- Social media profile boosting – cluster posts for special events and announcements
- “Dedicated” event pages for seasonal and ongoing events
- Matching funds for non-profit campaigns
- We also specialize in mobile responsive web sites (and WordPress) – please include us in your next RFP!
- We sometimes provide donated advertising packages for silent auctions and prizes.



Suggestions - helping us to help you!

- Free event listings (free for non profit) - Sign up as a community editor on our “SUBMIT YOUR EVENT” page – this will help fast approvals and you to edit your own events if there are changes.
- Include us in all media list emails – EDITOR@kawarthaNOW.com
- For regular ongoing events, and large volumes of events - email us to ask preferred format - i.e. a word doc sent to us might save us all time!
- Ask us about editorial. Sometimes we provide room for guest editorials from non profit organizations.



Sponsorship of Events

- We review sponsorship packages and match the level of sponsorship, the timeframe and our available commitment to the exposure and benefit that we will receive. We want to reach and expand our own audience and will be reviewing your proposal to understand if your event will provide that exposure, and how that exposure will be delivered. We will provide back to you a proposal of deliverables in the “promotional mix” and what we need from you.
- Please craft your sponsorship package carefully and treat the media the same as other sponsors.
- Please realize that we pay our staff to fulfill the arrangements and that we DO expect reciprocal value. For small media businesses like ours – this is a critical point.
- Where a budget exists, we match it for non profit organizations. (And we actually over-deliver on that amount!) These campaigns are, without a doubt, our most successful. With commitment from both parties we can accomplish much more.
- If we do not receive the reciprocal commitment coverage we will reconsider participating as a sponsor in the future.
- For NEW events – please be loyal to your early and committed media partners – we helped you create and build your initial success!

Contact – Jeannine Taylor

JT@kawarthaNOW.com 705-742-6404 (@wiredwoman on Twitter) and @kawarthanow on Twitter, Facebook, Pinterest, Instagram, YouTube, Google+