



“Roanoke’s a great place to raise kids”  
~Everyone

roanoke *family*  
parenting resources and fun stuff to do in southwest Virginia

### *About Us*

We’re a family. We’re a family who relocated to the region in 2002, and have longed for a publication or some sort of directory and calendar, to help us shape our lives here. We’re a husband and wife with two great kids who love this beautiful little city. “Roanoke is a great place to raise kids.” Everyone here says it, hears it; most agree. We thought it was time to put a face on the phrase, so to speak. So we started Roanokefamily.com, the ultimate go-to site for all things family and parenting related in the region.

Roanoke Family packages information relating to children and parenting in Southwest Virginia, to make the job of raising children easier and more fun. We’ve placed a youthful, stylish spin on what family life in the area is all about. Check out the site!

[www.roanokefamily.com](http://www.roanokefamily.com)

### *What We Do for You*

Roanoke Family is dedicated to connecting the families of Southwest Virginia to the services and businesses that support quality family life in the region. We’re a free website that focuses exclusively on parenting, children’s resources, recreation and education, and all things related to the topic of family life in the Southwest Virginia region. We’re a database, a guide, a calendar, a marketplace, and a network for advertisers and users alike.

Our strategy is based on fulfilling a clearly defined niche *well*. Our approach is simple; create the most credible source of literature on family life and parenting in the area. Prop up

area businesses and give both small and large venues a platform and a microphone. Currently, there is no face on Roanoke family life or parenting. Unlike nearly every city in the country, (including Charlottesville and Charlotte), no firm or publication has defined the Roanoke family "lifestyle". Not only do we want to contribute our energies to the thriving marketplace of vendors, we want to become a voice and a support system for participating advertisers.

## *What Geographical Area Does Roanokefamily.Com Cover?*

Roanoke City, Roanoke County, Salem, Botetourt, Rocky Mount and Smith Mountain Lake.

## *Tiny Investment, Gigantic Results*

There is no charge to services, vendors or businesses to be one of the 2000+ listings that appear in our comprehensive resource guide. For those who want more, extremely affordable (limited availability) advertising is available for our home page, while free listing "upgrades" are available to anyone currently in our guide. An "upgrade" will attract users to your listing, and make your listing "pop".

(Have we missed you? Tell us! We'd be happy to add a free resource guide listing for you or someone you know.)

Advertising with Roanokefamily.com is an unparalleled value because of our pricing (about 10% of print media costs and ¼ the cost of the Yellow Pages). Because we've forfeited printing and the deadlines and costs that go along with it, we have time, energy and a budget to work on behalf of our advertisers and "Upgraders" to market your products and services virtually, on a daily basis. We also have a detailed brand-building strategy to bring the right users to the site, placing you directly in front of the group you most want to reach.

## *Let Us Brag About You*

Chances are if you're already in our directory, and we know about a family-friendly event happening at your place of business, we'll mention it in our calendar. But we aim to build symbiotic relationships with our advertisers. Let us know about a special event, product, service or promotion that you want us to talk about in our calendar section, and we'll do it. Can't come up with one? Let us brainstorm with you.

As we aggressively build an active database of user email addresses, we'll launch a weekly "drip" marketing campaign of timed email blasts on Mondays and Thursdays, featuring our advertisers' promotions and products, presented in an easy, breezy, highly entertaining editorial format (also featuring not-to-be-missed weekend activities and events). We don't believe in the hard sell. We want people to open our emails because they're informative, timely, and entertaining. Our outreach advertising campaigns are designed for the sole purpose of promoting you, our advertisers.

### *We're a Marketing Machine . . . in Our Sleep*

Roanoke Family aims to become *the* marketing resource for businesses that are geared in any way toward families and children. With your ad or upgrade, in addition to offering high end internet placement and excellent visibility, if your company has a website, we want to link to your site, which helps *your* search engine optimization; if you advertise with us in any way, we are practically a guarantee that you will climb the Google ladder toward the top of your category because of the technology that we will have within our site.

### *We'll Lure People to the Site with Cupcakes. Yes . . . Cupcakes*

Look for our "CUPCAKE INITIATIVE" at advertised events and locations, where we "trade" email addresses for cupcakes. Here's how it works: By offering us their email address, we offer Subscribers "Free Online Reminders and Promotions" from Roanoke Family in our weekly email blasts. By giving us their email address and the thumbs-up to correspond with them, Subscribers receive (among other services, products and promotions) weekly email "blasts", which are cleverly contrived "Mark your Calendar" events and reminders, and "Promotions from Roanoke Family Advertisers and Sponsors". Cupcake Initiatives are an ongoing way for Roanoke Family to build our brand in the community and continuously alert new users to the site.

*Sign up, get a cupcake!*



Receive a free weekly email featuring this week's sweetest promos and must-do activities & events...

## *What'll Keep Users Coming Back to the Site?*

The benefit to the Subscriber is that we are THE site to visit to plan their weekends, stay in the loop on what's going on where for the kids, and save precious time and energy finding out what "not to miss" (not to mention "deals" and "free stuff" from our advertisers).

## *There's More...*

Roanoke Family has two-year print ad campaign in local publications to lure your target clientele. Specifics provided upon request.

## *Here's The Icing on the Cake...*

Subscribers are tapped on your behalf, to promote your service, business, or event...whatever. But you don't have to be the one to do it. Let's face it; isn't it nicer for someone to pay you a public compliment than for you to have to convince them that you're pretty terrific? It's a far more covert, elegant and effective way to advertise what you want people to know about you. Let us say it! By creating regular online marketing campaigns in the form of email "blasts" to our subscribers, we are the third party. We are objective. We are a trusted source who is actually *recommending* your service to a site user. This is a truly effective way for you to reach your targeted clientele, without ever having to do so much as inform Roanoke Family of which products and services you would like to push in a given week.

## *Demographics*

Roanoke Family is slanted toward the interests and values of upwardly mobile families and the services and issues that pertain to them. Our core demographic is 95% women in their child-rearing years, whose free time and disposable income are in many ways limited to family services and children. To date, Roanoke has some fabulous lifestyle papers (City Magazine, Bella) and websites (Roanoke.com, Myscoper.com), all of which seem to miss one key ingredient: *this is a family town*. This is a place where—more and more—people come to raise kids. Alleviating some of the guesswork and giving parents one great resource for all of their family needs will help parents make better informed, more organized decisions. And may make raising a Roanoke Family just a little bit sweeter.

# roanoke *family* product mix & pricing

	<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>
Ads	200/mo	175/mo	150*/mo
Banners	500/mo	425/mo	350*/mo
Listing Upgrades	35/mo	35/mo	35*/mo
Email Blasts	free	free	free
Featured Calendar Events	.....175/ea		
Custom Articles	.....175/ea		

\*Paid-in-advance annual accounts receive a 10% discount.

# Count Me In!

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Ad Start Date: \_\_\_\_\_

Ad/s Desired: \_\_\_\_\_ 3 Months 6 Months 12 Months

\_\_\_\_\_ 3 Months 6 Months 12 Months

Contact #: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Address: \_\_\_\_\_

Ad Content:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(please use opposite side of page for additional info.)

Billing Info:

- MC
- Visa
- Amex
- Check Card

#: \_\_\_\_\_ Exp: \_\_\_\_\_

Security Code: \_\_\_\_\_ Signature: \_\_\_\_\_

(All accounts are auto-drafted the first week of each month. Checks must be received by the 1<sup>st</sup> day of each month. Your monthly bank statement will show that your account was billed by Habitatboom LLC )

roanoke*family*.com

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