

	JANUARY	FEBURARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	NOV/DEC 11
AD CLOSE	12.12.11	01.11.12	02.11.12	03.10.12	04.11.12	05.10.12	06.10.12	07.10.12	08.09.12	09.10.12	10.10.12	11.15.11
ADS DUE	12.15.11	01.14.12	02.15.12	03.15.12	04.14.12	05.13.12	06.15.12	07.15.12	08.15.12	09.14.12	10.14.12	11.17.11
MAILED	01.12.12	02.16.12	03.16.12	04.20.12	05.18.12	06.22.12	07.20.12	08.20.12	09.21.12	10.19.12	11.16.12	11.21.11
EDITORIAL HIGHLIGHTS <i>(subject to change)</i>	5xNW Commission , Arts & Ed, Neighbors	Valentine's, Cooking, Volunteer, Event	Elections, Sports, Career, Taxes	Home & Garden, Real Estate, Spring Event	Graduation, Jobs, Children & Family,	Pizza Crawl , Entertainment, Home & Garden	Dining + Food, Careers, Crime & Safety	Event , Education, Health Children & Family	Pets, Arts & Ed, Sports, Faith	Fall Event Politics, Halloween, Serve & Volunteer	Christmas, Top 10, Winter, Holiday Gatherings	Winter, New Years, 2012 Goals Fitness

5XNW.COM IS FIFTH BY NORTHWEST

5xNW.com is an extremely focused and quickly growing hyperlocal website serving the residents and businesses of Fifth by Northwest, the slice of Columbus between Grandview Heights and Upper Arlington.

We also volunteer with the Fifth by Northwest Area Commission and are working with the Friends of 43212 to produce community events in our neighborhood for residents and businesses. We combine our ongoing editorial calendar, your expertise and products, and the news our neighbors share to bring your business leads.

LOCAL IS WINNING ONLINE AND WE'RE AS LOCAL AS IT GETS.

WHO LIVES HERE?

Over 1500 young, single and college educated households and students! 40% of us earn between \$35-\$75K/year, are in a Professional or Technical field, are Upper Management, or are already retired. 54% of us are between the ages of 25-39 years old and live by ourselves with one other person in an apartment or condo.

NOVEMBER 2011

- 150 Unique Viewers/Month
- 950 Unique Pageviews/Month
- 3.75 Avg/Pageviews
- 04:57 Avg. Time on Site
- 52% Bounce Rate
- 54% New Visitors

 **(+123.79%)**
VISITS

 **(+94.30%)**
UNIQUE VISITORS

 **(+132.06%)**
PAGEVIEWS

 **(+3.70%)**
PAGES/VISIT

 **(+16.32%)**
TIME ON SITE

5xNW NEIGHBORHOOD CONVERSATION

Stop throwing your money away with boring COUPONS and start marketing CONTENT that drives SALES and CONVERTS customers. Advertise with 5xNW.com and tell your neighbors directly WHY they should do business with you.

We'll work with you to write a custom article and to create a personable, engaging video, then include them both along with a coupon or ad on our website, social media accounts, and print newsletter mailed to over 1400 residents in Fifth by Northwest.



- An article mailed first class in our newsletter to OVER 1400 residents in Fifth by Northwest and distributed to key businesses in Grandview, 5xNW and UA
- The same article shared on 5xnw.com, Facebook, Twitter, LinkedIn and over 20 other social media accounts
- Your coupon included on our coupon sheet, website, and Facebook
- A CUSTOM VIDEO created to bring your article to life! We'll include your video on our website, and share it on our YouTube channel. You can use it on your website, too!

To begin, contact Angie Meeker, 614.353.0633, angie@5xnw.com, or visit <http://5xnw.com/print-newsletter>

Our first newsletter will mail Nov. 21, in time for residents to receive your pre-Christmas specials! We accept check, cash, or credit cards.

REMEMBER! LONG AFTER A COUPON EXPIRES - YOUR ARTICLE ON THE INTERNET REMAINS AND WILL CONTINUE TO CREATE LEADS FOR YOUR BUSINESS!

Your advertising dollars go further and stay local with 5xNW.com.

When you purchase an advertisement at 5xNW.com, you get the ad space here on our website, but more importantly you also get the opportunity to share an article on our site. We'll even help you write an article to accompany your advertisement.

If you're a pizza shop, your article might be "How to Make a Great Homemade Pizza Crust." If you're an attorney, it might be "What is a Living Will and Why Should You Even Think of Getting One Now?" Or maybe it is an article describing a new service you're offering. You're the expert in your niche, and we want to HELP you share your expertise with our neighborhood, not JUST an ad. Open yourself up to the people and neighbors of Fifth by Northwest and help them know why they do business with you!

Once that article has been created, we'll then share it for you! On Facebook, on Twitter, on LinkedIn, and in our print newsletter. From there, our residents can share and reshare it! Again, your advertising dollars go further and stay local with 5xNW.com.

Why is this important?

A coupon or advertisement expires, and print coupons get used or thrown away. Your expertise doesn't.

Once your article is shared, it will stay on our site even after your advertising run is over. Your article can continue to be read, shared and discussed by the residents and businesses of Fifth by Northwest. We may even reuse or reference your article in the future on 5xNW.com.

Of course, you can share the same article on your own website or social media accounts.

ADVERTISING ZONES ON WWW.5XNW.COM

ZONE 1: 486 x 60 ad below featured post on home page (4)

\$290 for 30 days, 1 spots available

ZONE 2: 300 x 250 ad on home page, left, below featured article (3)

\$75 for 30 days, 6 spots available

ZONE 3: 180 x 160 ad in sidebar (1)

\$50 for 30 days, 8 spots available

ZONE 4: 486 x 60 ad below all posts (2)

\$50 for 14 days, unlimited spots

SPONSORED POSTS AND SPONSORED REVIEWS

\$50 for one article

Do you have a special event, sale, or news upcoming that you'd like to share with our readers that isn't necessarily worthy of an AD? Purchase a sponsored post! This article may be written entirely by you, or if you'd like, we can write an article for you. We can also write a review of your product or service. Understand that all of our reviews will be honest and forthright. All sponsored articles will be shared on our Facebook, Twitter and LinkedIn accounts, as well as submitted to 20 social bookmarking sites such as Digg, StumbleUpon, etc... If you have also purchased a Sponsored Video, the video will be submitted concurrently to over 11 Video Distribution sites such as YouTube, Vimeo, TubeMogul, etc... Sponsored posts will also be highlighted in the featured posts slider for 7 days and will include a footnote denoting them as such.

SPONSORED VIDEO

\$150 for one video (not to exceed 10 minutes)

