



my
local
Broward.com

BrowardNET
online.com
Broward News & Entertainment Today

2010 MEDIA KIT

OUR MARKET



From restaurants to pet grooming to mechanics, you can find the local products and services you are looking for at mylocalbroward.com. MyLocalBroward.com also includes classifieds, local articles and events, all specifically geared to Broward County. Combined with our sister site, BrowardNETOnline.com, we bring Broward resources to your fingertips from the latest local news to the newest business.

With a wide variety of options, MyLocalBroward.com was designed to provide your business with the exposure you need to reach out to your neighbors in Broward County. We strive to be the trusted resource you can count on for all things Broward.

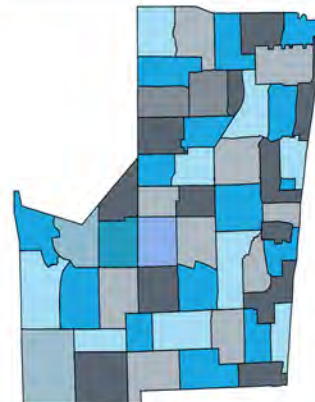
THE BROWARD ONLINE MARKET

Well-researched. 63% of all online users claim they have used the Internet to get a hold reviews about products or services in their local area. MyLocalBroward.com gives your business a chance to control the message they find online about your business at an affordable price.

Affluent. In early 2009, over 50 million people with household incomes of \$100,000 or more were online. 61% of these made 10 or more online purchases last year.

Tech-savvy. Your customers are online. Those born in 1978 through 1997, the so-called net generation, are the largest generation in size (78.5 million in the U.S.). They were weaned on technology, and based on demographic muscle alone, will dominate the 21st Century.

Educated. Currently 44% of college graduates say they get news online every day, compared with 11% of those with a high school education or less.



WE PROMOTE YOUR BUSINESS

MyLocalBroward.com has more listings than ANY other Broward service directory.* We employ the leading local best search engine optimized site, and we also promote your listing in the following channels:

- Banner advertising on other local websites
- Promote during local events all across Broward County
- Daily news updates
- Print advertising
- Daily news updates
- Active in multiple social networking sites, including Facebook, Twitter, Digg, LinkedIn
- Promotions and giveaways
- Press releases/business news

Start getting more business from your local community.

List your site on the number one LOCAL Broward online directory today!

* More local listings than Yellowpages and Superpages.

LISTINGS

RATE SHEET

Start getting more business from the Broward community with the number one local Broward resource, MyLocalBroward.com.

STANDARD

- ✓ Search engine friendly URL
- ✓ Business name
- ✓ Phone
- ✓ Address
- ✓ One category

FREE

BASIC

ALL FEATURES OF STANDARD PLUS:

- ✓ Email link
- ✓ Web link
- ✓ Ratings & Reviews
- ✓ Two categories

\$120/YEAR

PREMIUM

ALL FEATURES OF BASIC PLUS:

- ✓ Summary page for more information about your company
- ✓ Add to Favorites
- ✓ Designation Icons for Editor's picks and showcase levels
- ✓ Send to a Friend
- ✓ Three categories

\$240/YEAR

SHOWCASE

ALL FEATURES OF PREMIUM PLUS:

- ✓ Detail view page for even more information!
- ✓ Video Player! Place your YouTube video or create your own!
- ✓ Offer Coupons & Discounts
- ✓ Photo gallery
- ✓ Contact form right on your listing
- ✓ Viewers can print your listing, beautifully styled
- ✓ Four categories

\$480/YEAR

Email Link: Designated link to interact with your potential customers.

Web Link: Have a link directly to your website allowing for more traffic to your site. Contact us if you need help creating a Web site.

Ratings and Reviews: Allows you to get feedback and reviews from your customers!

Summary Description: The more description of your business the better. This feature allows you to describe your business in detail. Also helps your search ranking on Google and other search engines.

Add to Favorites: Allows your customers to add your business to their favorites list.

Send to a Friend: Your viewers can send your page to a friend that they believe would be interested in your product or service.

Detail View Business Description: An additional page for more information about your company.

Video Player: Place your YouTube video or simply create your own. If you need help creating your video, we have video experts on hand.

Coupon/Discounts: Offer discounts anytime of the year, allowing you to update as much as you would like!

Photo Gallery: Get your own photo gallery to show off your product and services.

Contact Form: Get your leads directly from a contact form that is right on your listing.

Social Networking: Data exporting to 13 social networking sites, with a click of a button, automatically connecting your listing, promotions and updates, saving hours of work in social networking. Also maximizes your exposure to the online market. If you do not have social networking accounts, or need help managing your online presence, we can help you create a customized plan.

Languages: Your listing can be displayed in four different languages: English, Spanish, French and Portuguese ensuring your message reaches Broward's multi-lingual community.

EVENTS

BASIC

Social Bookmarking | E-mail to friend | Add to Quick List

Event Title
Category

Start Date / End Date

Event Address
City, State / Province, Zip/Postal Code

Phone

- * Title, Date, Address, Phone, Send to a Friend, Add to Favorites.

PREMIUM

Social Bookmarking | Add to quick list | Email to friend

Event Title
Category

Start Date / End Date
Start Time / End Time

Event Description

Event Address
City, State / Province, Zip/Postal Code

Event Image

Phone

- * Premium Events appear in search results above the Basic Events.
- * Title, Date, Time, Logo image, Address, Phone, Summary Description, Send to a Friend, Add to Favorites.

SHOWCASE

Social Bookmarking | E-mail to friend | add to quick list | print

8TH ANNUAL BUTTERFLY FESTIVAL - COCONUT CREEK

in FESTIVALS, KIDS/FAMILY, MUSIC

Overview

Date: 02/27/2010
Time: 01:00 pm - 09:30 pm
Location: Sabal Pines Park
5005 Northwest 39th Avenue
COCONUT CREEK, FL 33073

Get driving directions >

Contact Information

Website: <http://www.coconutcreek.net/events>
E-mail: ashreffler@coconutcreek.net
Contact Name: Toni Shreffler
Phone: 954-545-6882

Description

This year's featured entertainment is "LEGENDS OF MOTOWN". Direct from Las Vegas, the Legends of Motown perform the hits from such artists as Stevie Wonder, Marvin Gaye, Martha Reeves & the Vandellas, the 4 Tops, Gladys Knight, the Temptations and the Jackson 5. Other entertainment features Coconut Creek's very own Ruby Baker and her Band, performing jazz, R&B, pop and standards, and the very popular City of Coconut Creek K-9 demonstrations. The Business Expo will feature local businesses and organizations. The day's festivities will be capped off by a spectacular fireworks display from Zambelli Family. And, best of all, admission is free.

Free shuttle service will be available from Monarch High School at 5050 Wiles Road and from the Recreation Complex at 4455 Sol Press Blvd. The shuttle will run from 1:45 p.m. to 9:15 p.m. There will be very limited public parking at the Sabal Pines Park.

The 8th Annual Butterfly Festival is sponsored in part by Life Publications. For more details, call the Special Events Hotline at 954-545-0920.

Photo Gallery



Click here for Slideshow. You can also click on any of the photos to start slideshow.

Map Location



- * Showcase Events appear in search results above Premium and Basic Events.
- * Contains Summary View and Detail view.
- * Title, Date, Time, Logo Image, Address, Location, Summary Description, Driving Directions, Phone, Web Link, E-mail, Contact Name, Photo Gallery, Detail Description, Send to a Friend, Add to Favorites, Print.

ARTICLES

Social Bookmarking | E-mail to friend | Add to Quick List | Print

Article Title
Publication date - Author - Category

Photo Gallery

Content

Article Image

- * Contains summary View and Detail View.
- * Title, Publication Date, Author, Abstract, Image, Photo Caption, Photo Attribute, Photo Gallery, Send to a Friend, Add to Favorites, Print.



Classifieds also available.

Social Bookmarking | E-mail to friend | add to quick list | print

Tax Relief for Unemployed and Those With Decreased Income on 2009 Returns

Published: 01/11/2010 by NEWSUSA

(NewsUSA) – Finally, there's some good news for the millions of Americans who lost their jobs or saw a pay deduction in UnemployedTaxC2009.

The American Recovery and Reinvestment Act of 2009 includes a measure that allows up to \$2,400 in unemployment compensation to be exempt from 2009 federal taxes. On a joint return, if both taxpayers have received unemployment compensation for 2009, each may exclude the first \$2,400 of benefits received. Any amount over \$2,400, as well as severance pay, is considered taxable income.

Federal withholding of unemployment compensation is voluntary, so depending on the amount of federal taxes withheld, you may owe taxes on the benefits above \$2,400 received.

Unemployment compensation should be reported on Form 1099-G. You'll record that information on line 19 of Form 1040, line 13 of Form 1040A or line 3 of Form 1040EZ.

Unemployed persons, as well as families with decreased income, should also see if they qualify for the Earned Income Tax Credit (EITC), which is based on income levels. Jessi Dolmage, spokeswoman for 2nd Story Software, Inc., makers of TaxACT, explains, "Congress raised the income limits for 2009, meaning more families qualify for the refundable credit."

In order to qualify for the EITC, you must have worked during part of 2009, and your earned income and AGI must both be less than:

- * \$43,279 (\$48,279 married filing jointly) with three or more qualifying children
- * \$40,295 (\$45,295 married filing jointly) with two qualifying children
- * \$35,463 (\$40,463 married filing jointly) with one qualifying child
- * \$13,440 (\$18,440 married filing jointly) with no qualifying children.

If you qualify, you could receive up to the following credit amounts:

- * \$5,657 with three or more qualifying children
- * \$5,028 with two qualifying children
- * \$3,043 with one qualifying child

Photo Gallery



NEWS USA
Tax Relief for Unemployed and Those With Decreased Income on 2009 Returns

Share
news,
expertise
and more!



SOCIAL MEDIA

Social Media Package options	Basic Campaign	Comprehensive Campaign	Professional Campaign	Full campaign	Individual features
Setup basic social online network. <i>Passwords provided in Excel or Word document.</i>	FB/Twitter connected to blog/website	Basic plus LinkedIn, Digg and choose one other	Comprehensive plus choice of 3 network/bookmark sites.	Professional with 12+ networks set up.	\$25/account with materials provided.
Online Connections <i>Reaching your customer All packages include creating new online relationships.</i>	Two hours month. Incl. weekly promotion, one personal update/week	Four hours/month With promotion plus three personalized updates/week	Six hours/month with promotion, five personalized updates/week.	10 hours/month with promotion across 12 networking sites.	\$15/hour.
Ghost writing or blogging. 500 word max.	One per month	Two per month <i>Add \$25 for each additional 250 words.</i>	Four per month	Ten per month	\$25/with materials or basic topics. Add \$50 for intensive research.
Press release <i>Includes distribution Add \$25 for each successful placement.</i>	One a month	Two a month	Three a month	Four a month	\$75/with materials. \$150/intensive research.
Blog commenting Link dropping <i>Based on your business' target customer</i>	Two per week	Five per week	Ten per week	Twenty per week	\$5 per comment/link.
Article distribution <i>Present your expertise to the web!</i>	None	One a month to a focused niche sites.	Two a month to focused niche sites.	Four a month to focused niche sites.	\$25/per distribution.
Submit blog/site to listing and directory sites.	Two per week	Five per week	Ten per week	Fifteen per week	\$5/per submission with provided materials.
Blog creation – basic design which allows you to easily manage and update your site.	Not included <i>Professional website design a separate charge.</i>	Not included <i>This feature does not include hosting, domain name or SSL certificates, though we can setup and manage – averages \$200.</i>	Incl. optimization, security and all user friendly functions.	Incl. optimization, security, all user friendly functions plus 3 blog posts	\$500 – will connect to all social networking sites, be secure and have desired functions and colors and easy for you to use.
Video submission (does not include creation)	Not included	One per month	Two per month <i>All features will be optimized, keyword coded with proper tags.</i>	Four per month	\$10 per video.
Cost – 1 st month Each additional (3 mon. min. pref.)	\$260 \$210	\$620 \$495	\$1585 \$885	\$2440 \$1540	Includes setup



- * All the above packages will include the following:
- Submissions will be done in relevant and quality directories
- Submissions will be done manually by trained experts
- All our services are Ethical, search engine compliant and SEO friendly
- Articles and Press releases will be unique & user friendly
- Articles & Press releases will be approved by the client before submitting
- Quality and popular directories will be chosen for submission
- We create unique email account and user account for each client
- All social bookmarking will be optimized with proper tags and titles
- Detailed submission report will be provided
- Social Networking and forum posting will be done in the targeted niche



BANNER ADVERTISING



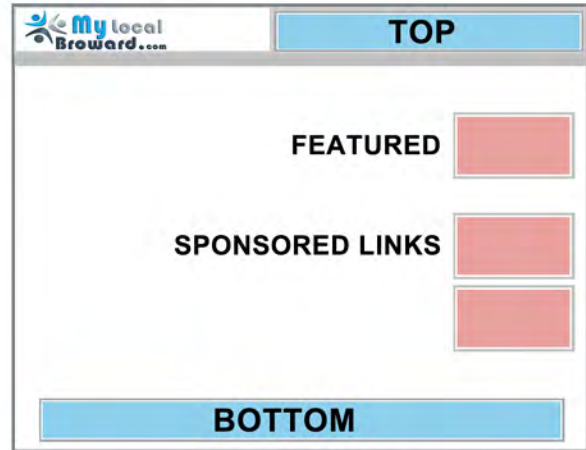
GET FEATURED: Business story placed on Browardnetonline.com home page for a minimum of 48 hours. Permanently archived for one year. 300 words/one photo max. \$300 or free with minimum three month contract of \$125 or more. Includes social media promotion of story.

MY LOCAL BROWARD

- Top: \$300/month or \$12/1000 impressions
- Bottom: \$100 or \$7 per1000 impressions
- Featured: \$200 or \$10 per 1000 impressions
- Sponsored: \$50 or \$5 per 1000 impressions

BROWARDNETONLINE.COM HOME PAGE

- Top banner: (468x60) – \$300/month
- Box side: (300x400) – \$175/month
- Horizontal sidebar top: (300x125) – \$125/month
- Vertical sidebar left/right: (125x375) – \$125/month
- Sidebar left/right 125 x 125 square \$75/month
- Sidebar bottom:
 - 125 x 125 square - \$50/month **!!BEST DEAL!!**
 - Horizontal 300 x 125 – \$100/month
 - Vertical 125 x 375 – \$100/month
 - Box side 300 x 300- \$150/month
- Footer
 - Box 300 x 300 \$150/month
 - Horizontal 300 x 150 \$80/month
- Ad at bottom of every post: \$300 per month
- Text links on the home page are \$20 a month.



Advertise on both sites for a 20% discount.

Ad design: \$50 for 125x125. \$100 for larger sizes.

Major credit cards accepted. Paypal, Personal checks and cash is also accepted.

Upon receipt of payment and media, the ad will be integrated within 48 hours.