



ADVERTISING FACTS & RATE CARD For LagunaBeachBest.com

LagunaBeachBest.com, a division of Armitage, Inc.
Diane Armitage, Founder & President
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Laguna Beach, CA. 92651

Interested in reaching a targeted audience of Laguna Beach residents and inbound visitors ALL YEAR LONG?

LagunaBeachBest.com offers the only “tour guide” of Laguna Beach California information and “What to do in Laguna Beach” with more than 200 entries (and growing!) about the best Laguna Beach has to offer in its Hotels, Restaurants, Bars, Clubs, Outdoor Activities and Art Galleries.

How LagunaBeachBest.com got started

Begun by professional writer and Laguna Beach resident Diane Armitage in 2010, this “hobby” of letting the world know about the wonders of Laguna Beach has turned into one of California’s top-ranked blogs, and is ranked as one of the Top 100 blogs internationally for its content and consistent readership.

Each week, Diane Armitage trolls Laguna Beach, trying every imaginable food and drink; joining tours; visiting galleries; and doing “back stories” on Laguna Beach’s more interesting characters and entities. She does her research as anonymously as possible to ensure an objective experience (Let’s face it: If you’re a known Food Critic, the food changes the minute the chef spies you walking in the door. Diane, on the other hand, is treated “just like any anonymous person” and provides feedback ONLY on what she finds suitable for “best” ranking.)

On the average, Diane Armitage completes 4 entries weekly, thus increasing this online, worldwide “tour guide” by 16 pages monthly or nearly 200 pages annually. (That’s a LOT of information about Laguna Beach on the worldwide web!)

How quickly LagunaBeachBest.com has grown in popularity

More than 18,000 subscribers receive direct e-mailed information with every new blog entry about Laguna Beach, and Open Rates are an impressive 92-94%. Additionally, between 1,200 and 4,300 “hits” occur daily on LagunaBeachBest.com

(Sorry, we never share our subscriber list with outside entities. We only share subscriber information with advertising entities that choose to do monthly “raffles” or “drawings” for their establishment, and only share the subscribers’ emails who subscribe within the timeframe for that entity. See [Rate Card](#) below for details.)

LagunaBeachBest.com enjoys TOP Search Engine ranking

In search engines, even against longtime City, Chamber, Visitor's Bureau and local publication web sites, LagunaBeachBest.com ranks ...

- 1st place position, Google Page One for “best of Laguna Beach,” and “best Laguna Beach” (5,400 searches monthly for this term)
- 6th place position, Google Page One for “art laguna Beach” and “art festivals Laguna Beach” (8,100 searches monthly for this term)
- 8th place position, Google Page One for “what to do in Laguna Beach” (3,900 searches monthly for this term)
- Commonly ranks in the top 6 positions on Google Page One for entities by name (i.e., search terms such as “Anastasia’s Laguna Beach” ... “Laguna Nursery Laguna Beach” ... “Rooftop Laguna Beach” ... “The Deck Laguna Beach” ... “Laguna Culinary Arts”, etc.)
- Ranks in 1st place position for specific “best of” lists of Laguna Beach, i.e., best margaritas, top soups, and more.
- And ranks 1st and 2nd place, Google Page One for every major holiday search connected to Laguna Beach.

The search engines deliver a whopping average 82% of NEW TRAFFIC to LagunaBeachBest.com on a monthly basis.

Further, the majority of LagunaBeachBest.com entries can also be found on the world’s major directories

You’ll find most of Diane Armitage’s entries in LagunaBeachBest.com also posted at major and international travel and review directories with inbound links to LagunaBeachBest.com, including:

- Facebook.com/BestofLagunaBeach.com
- Twitter/com/BestLagunaBeach
- Yelp.com
- Flickr.com
- TripAdvisor.com
- VirtualTourist.com
- UrbanSpoon.com
- LonelyPlanet.com
- Frommers.com
- Zagat.com
- Reddit.com
- Stumbleupon.com
- Digg.com

Your Targeted Audience is reading LagunaBeachBest.com — About Our Visitors

The United States is LagunaBeachBest.com’s biggest reader with highest readership in California (approx 78% of all readership, with 54% in Southern California and 46% in Mid- and Northern California), with Washington, New York, Texas, Arizona and Florida readers showing in largest numbers outside of California. Each month, readers come in from all 50 states.

Canada is our second most interested country, with the Philippines, the U.K., France, Brazil, Spain and Australia subscribing and reading LagunaBeachBest.com on a regular basis.

Visitors spend between 2:42 and 3:57 minutes each time they visit LagunaBeachBest.com. They peruse an average of 6.8 pages before exiting, thereby ranking this blog in the top 15% for tourist-oriented blog readership worldwide.

Visitor loyalty to LagunaBeachBest.com shows extremely high with our largest percentage of visitors coming back to the site an average 201 times since we began collecting statistics in October 2010.

Our Top Landing Pages for LagunaBeachBest.com are as follows:

- 1st Home page
- 2nd Best Restaurants
- 3rd Best Art & Art Festivals
- 4th Di's 5: What to Do in Laguna Beach This Weekend
- 5th Best Bars and Bartenders
- 6th Best Workouts & Outdoor Activities
- 7th Best Breakfasts
- 8th Best Happy Hours
- 9th Skimboarding, Surfing & Sports
- 10th Best Live Music

We offer FOUR advertising options for LagunaBeachBest.com

Request our Advertiser's Contract at Ads@LagunaBeachBest.com

Opt #1 Advertising on LagunaBeachBest.com:

Monthly banner advertising on the site in one of three positions:

LeaderBoard (the top of the page above the blog) (\$150/month)

For Home Page rotation, 5 entities only allowed (add \$75/month)

For Top 10 inside page placement, 3 entities only allowed (add \$60/month)

Rectangular under 1st blog entry on the page (\$125/month)

For Home Page rotation, 3 entities only allowed, (add \$60/month)

For Top 10 inside page placement, 5 entities only allowed (add \$35/month)

Banner square (\$100/month)

For Home Page placement, 6 entities only allowed (add \$50/month)

For Top 10 inside page placement, 6 entities only allowed (add \$35/month)

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Opt #2 Advertising on LagunaBeachBest.com:

Monthly text link advertising on our Resources page (handy for smaller entities):

RESOURCES page text link with street address to LBB entry (\$65/month)

RESOURCES page text link with street address (\$40/month)

Opt #3 Advertising on LagunaBeachBest.com:
Campaign special on home page to encourage subscribers

A “campaign” provides a very special offer to anyone who subscribes to LagunaBeachBest.com (full day spa, shopping trip, overnight stay, etc.). Value of the offer must be \$250 or more. Subscribers who sign up with name and email address in that timeframe will be shared with the campaign provider at the end of the campaign timeframe in Excel format (this is something you’re not going to see often in the joint venture world of Internet marketing).

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| 30-day campaign investment: | \$800 (one time fee) | |
| When coupled with monthly banner advertising contract: | | \$650 |
| 60-day campaign investment: | \$1,400 (one time fee) | |
| When coupled with monthly banner advertising contract: | | \$1,100 |

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Opt #4 Advertising on LagunaBeachBest.com:
Pre-orders for advertising placement in the upcoming book, LagunaBeachBest – the Ultimate Tour Guide for Laguna Beach

Production has begun for the book, “*LagunaBeachBest – The Ultimate Insider’s Tour Guide for Laguna Beach.*” Expected completion and distribution date is scheduled for December 1st, 2011. This is a full-color 250+-page book. It will be updated and republished every 18 months.

Only 13 advertising positions are available for the 18-month duration

| | |
|---------|---|
| \$8,000 | Front cover inside |
| \$7,000 | Back cover inside |
| \$4,000 | One of 11 inside tabbed, 4-color pages |
| | 1 st How To Get The Most Out Of This Book |
| | 2 nd Best Restaurants for Lunch, Happy Hour and Dinner |
| | 3 rd Best Art & Art Festivals |
| | 4 th Best Bars and Bartenders |
| | 5 th Best Retail |
| | 6 th Best Workouts & Outdoor Activities |
| | 7 th Best Breakfasts & Coffeehouses |
| | 8 th Best Kid Friendly Places & Activities |
| | 9 th Dog-Friendly Places |
| | 10 th Skimboarding, Surfing & Sports |
| | 11 th Index |

Please contact Ads@LagunaBeachBest.com to ask questions or discuss options for your advertising in this book.

We look forward to bringing you into our advertising family at the fast-growing, renowned “tour guide” for Laguna Beach, LagunaBeachBest.com

Thanks for your interest!