



## **Diamond Productions**

Newsletter & Website – Information and Advertising Rates

July 1, 2009

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### **- Fast Facts about our Events Newsletter -**

- Unique Marketing Opportunity – no other list like it in Orange County
- **24,248 subscribers** as of 7/01/09 – and growing
- Readers mostly Newport Beach / Irvine / Costa Mesa / OC based
- Readers mostly single, ages 21-49, high disposable income, very active
- The subscription list has been built by personal contact and referral only
- Professional Email Distribution Service insures email delivery
- Email Newsletter gets passed around and copied to friends; as many as 27,000 people will open and read the Newsletter email
- Website visitors from 200-3,000 per day, depending on current promotion – people come back throughout the month
- The newsletter has been published for about 8 years, very loyal readership
- Published at least once per month, sometimes 2-4 times depending on activities and time of year – multiple issues during Holidays
- We also have 1,054 personal contacts on a separate Media list, the most influential OC Execs in Print, Radio, Magazine, Television, Advertising and Public Relations

***Diamond Productions*** is a full service Event Consultant for concerts, fashion shows, private parties, clubs, venue openings, golf tournaments, charity and sports events throughout Orange County. We have extensive contacts with the venues and the support organizations, and the resources to provide First Class service for an intimate dinner up to a concert for 12,000.

**Contact:** Alan Freeman (949) 222-2232 email [ads@bestOCevents.com](mailto:ads@bestOCevents.com)  
Website [www.bestOCevents.com](http://www.bestOCevents.com)



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### **- Newsletter Page and Webpage Advertising Rates -**

#### Banner Ads

- Approximately 700 x 100 pixels
- Body of Newsletter page - \$125 per month, or \$600 for 6 months
- Top or Footer of Newsletter page - \$150 per month, or \$750 for 6 months
- Home Page - \$150 per month, or \$750 for 6 months
- Inserted in Newsletter Email - \$ 200 per insertion

#### Tower Ads

- Approximately 150 x 600 pixels
- Body of Newsletter - \$150 per month, or \$750 for 6 months
- Home Page - \$150 per month, or \$750 for 6 months
- Inserted in Newsletter Email - \$ 200 per insertion

#### Box Ads

- Approximately 150 x 150 pixels
- Body of Newsletter - \$ 100 per month, or \$500 for 6 months
- Home Page - \$100 per month, or \$500 for 6 months

### **- Additional Information -**

- Other alternate pages on the site are available for display advertising
- Call for specific page fixes, sizes and locations
- All ads for one insertion per month, call for multiple ad discounts
- Ads can be in .jpg or .gif (animated) format
- Advertising must be submitted no later than 3 days before publication
- Exclusive ads for your type of business – call for quotes

We will create the ads artwork for about \$50 each  
Artwork for 6 month insertions is included at no charge

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