

# They found my pub listing while searching for antique shows!



Locating new customers is vital to Long Island's businesses. You need proven methods to make contact with the right people: those searching for your products and services.

With more than 16,000 listings for things to do on Long Island, places to eat, accommodations and local services content, Life On Long Island has quickly become the favorite website for Long Islanders and visitors alike.

By partnering with local businesses and organizations, LifeOnLongIsland.com provides a wide variety of services and features under one, recognizable roof and positions its marketing partners out in front of Long Island's marketplace.

**OUR RECENT VISITOR FEEDBACK**  
*More than 80% of our visitors rated LifeOnLongIsland.com "Good" or "Excellent"!*

Alexa Internet ([www.alexa.com](http://www.alexa.com)) provides traffic rankings and visitor data for more than 16 million websites worldwide. These rankings are based on visitor usage patterns and data collected from other, diverse sources, compiled over a rolling three-month period. Here's how LifeOnLongIsland.com stacks up:

\* Based on 3 month average as of 7/1/2011. For complete and updated results, please visit [www.alexa.com](http://www.alexa.com).

	LifeOnLongIsland.com*	Site A	Site B	Site C
Avg Pageview (higher is better)	24 pages	2.9 pages	5.8 pages	4.1 pages
Bounce Rate (lower is better)	21.8%	51%	47%	37.5%
Time on Site (higher is better)	15.8 min	2.5 min	6.6 min	3.3 min
% US Traffic (higher is better)	90.2%	74.2%	83.8%	82.2%
US Rank (lower is better)	27.3K	34.9K	20.4K	80.6K

While it's true other Long Island sites like ours may have a lower US rank (they've been around much longer), the chart illustrates that Life On Long Island is outpacing the competition... by a wide margin. Over 90% of our traffic is US-based and our visitors stay longer and view more!



For More Information on Advertising:  
[sales@LifeOnLongIsland.com](mailto:sales@LifeOnLongIsland.com) · 877-LUV-LOLI  
[www.LifeOnLongIsland.com](http://www.LifeOnLongIsland.com)

# DISCOVER HOW EASILY YOU CAN MARKET ONLINE

The LifeOnLongIsland.com Directory offers several levels of participation – Platinum, Gold, Silver – to give your company the visibility it needs. Each builds on the prior level with successive increases in value and additional opportunities to build greater awareness.

Every Platinum, Gold or Silver upgrade includes:

- A LI Biz Snapshot™, a dynamic, detailed full-page profile of your business
- In The Spotlight preferred placement in category parent with thumbnail of your website (if available) and hyperlinks to your LI Biz Snapshot™ and more
- Choice of directory category and highlighted listing in alpha and search results listings
- Leads & referrals, SEO customization, promotion in our newsletters and more
- Preferred pricing on sponsorships, online advertising and additional category placements

Platinum Directory Listing Upgrade also includes:

- Banner Ads, Social Media Links and Promotion

**Affordably priced at \$699.00 per year**

Gold Directory Listing Upgrade also includes:

- Banner Ads and Social Media Links

**Affordably priced at \$499.00 per year**

Silver Directory Listing Upgrade also includes:

- Banner Ads

**Affordably priced at \$299.00 per year**

Six month term also available. Please contact sales@LifeOnLongIsland.com for more information.

## BANNER ADVERTISING

Here at Life On Long Island, we believe the best value for your advertising dollar is to provide unlimited impressions and statistics, for both views and actions, at a reasonable cost per month. We offer a variety of packages with prices starting as low as \$9.99 per month. We can even create banners for you in various sizes.

## NEWSLETTER ADVERTISING

Increase your exposure with your ad in one of our newsletters with packages starting as low as \$20.00 per week for our weekly or \$99.00 per month for our monthly newsletter.

## SPONSORSHIPS

Just \$99 per month provides increased visibility for your organization. A banner (with a link to your LI Biz Snapshot™ or website) will be displayed on any one of the following pages of LifeOnLongIsland.com: Calendar of Events, Things to Do, Good Eats Guide, PlugBoard or in any one of the services categories. You are welcome to sponsor more than one page for an additional fee of \$45 monthly per ad slot.



Visitors to our website already have an interest in Long Island as a tourist or resident seeking to improve their quality of life and the lives of those around them. Life On Long Island gives you a chance to highlight your company and message to these potential patrons. Discover how LifeOnLongIsland.com can help you reach more customers by contacting our Sales department at 877-LUV-LOLI or via email at sales@LifeOnLongIsland.com.



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