

OUR MISSION

To connect people with things to see, do and get involved within the Dayton region.

OUR STORY

DaytonMostMetro.com is an independent online magazine serving the entire Dayton Metro area. Originally launched in 2006 as a downtown-centric blog advocating for Downtown Dayton, DaytonMostMetro.com evolved into a regional website when it teamed up with updayton (a young professional advocacy group) to create an online resource hub for the entire Miami Valley. Our current site re-launched in 2009 as the Dayton Region's Online Magazine, and we continue to grow with new bloggers, more content and more regular readers every month. We are a true community website and enjoy a personal connection to our audience.

OUR ONLINE EVENT CALENDAR

We feature the most comprehensive and easy-to-use online event calendar in the Dayton Region. Readers can search by category, city, venue or keyword. Once they find an event they can add it to their own personal

calendars (Google, Yahoo!, iCalendar or Outlook) and share via Facebook and Twitter with one click. Event promoters can enter their events into our calendar FOR FREE, and our event calendar is syndicated by several different local websites including:

- DowntownDayton.org
- CultureWorks.org
- OregonArtsDistrict.com
- and more!

The screenshot shows the website's layout. At the top is the logo and tagline. Below is a navigation menu. A large banner advertises 'Les Misérables' at the Schuster Center. Underneath is a search interface with a calendar for November 2011. The calendar shows the 16th as the current date. Below the search and calendar are sections for 'Featured Events' and a list of events for Wednesday, November 16, 2011, including 'Downtown Morning Toasters', 'Segway Tours of Downtown Dayton', and 'Creating and Implementing a Social Media Policy'.

OUR CONTENT

DaytonMostMetro.com has over 40 volunteer contributors who write about things happening in the Dayton Region. Our sections include:



Dayton Dining

Led by Lisa Grigsby (former President of the Miami Valley Restaurant Association and former owner of Jokers Comedy Club), Dayton Dining brings you news about Dayton's local dining scene. The emphasis is on locally-owned establishments as Lisa and her Dayton Dining team interview local chefs and provide constant updates on local food and drink specials, beer and wine tastings and more.

On Stage Dayton

The On Stage Dayton team covers the rich local theatre scene — from professional to community theatre, and is led by Shane Anderson (of Encore Theatre Company) and Dave Brush (of Encore Theater Company and Muse Machine). In addition to audition information, theatre news and show previews, On Stage Dayton is proud to include professional theatre critic Russell Florence, Jr. and professional dance critic Rodney Veal. We have strong ties to the local theatre community and feature monthly ticket giveaways to our readers as we help expose more people to the arts in the Dayton Region.

Dayton Music

Dayton has a strong local music scene and we cover it extensively with the help of our Dayton Music Editor (and regular WYSO radio host) Juliet Fromholt. We publish regular articles that introduce Dayton's newest bands and established groups, and we feature the most comprehensive music calendar in the region.


Dayton Campus Connect

DaytonMostMetro.com is proud to feature Dayton Campus Connect — an intern program for college journalism and media majors to earn college credit and gain valuable experience as they write stories for our site. This program is sponsored by SOCHE and The Downtown Dayton Partnership, and it allows us to expose more college students to the many great things to do and get involved with in the region.

OUR READERS

DaytonMostMetro.com reaches over *81,000 unique visitors per year*, and that number is **GROWING!**
In addition to the reach of our website, we have a **STRONG** social media presence. (Statistics as of 11/15/2011
sourced from Facebook, Twitter, Google Analytics and Quantcast):

 DaytonMostMetro.com (4,001 Fans)
Dayton Dining (2,791 Fans)
On Stage Dayton (229 Fans)
Dayton Campus Connect (168 Fans)

 @DaytonMostMetro (1,535 Followers)
@DaytonDining (1,232 Followers)

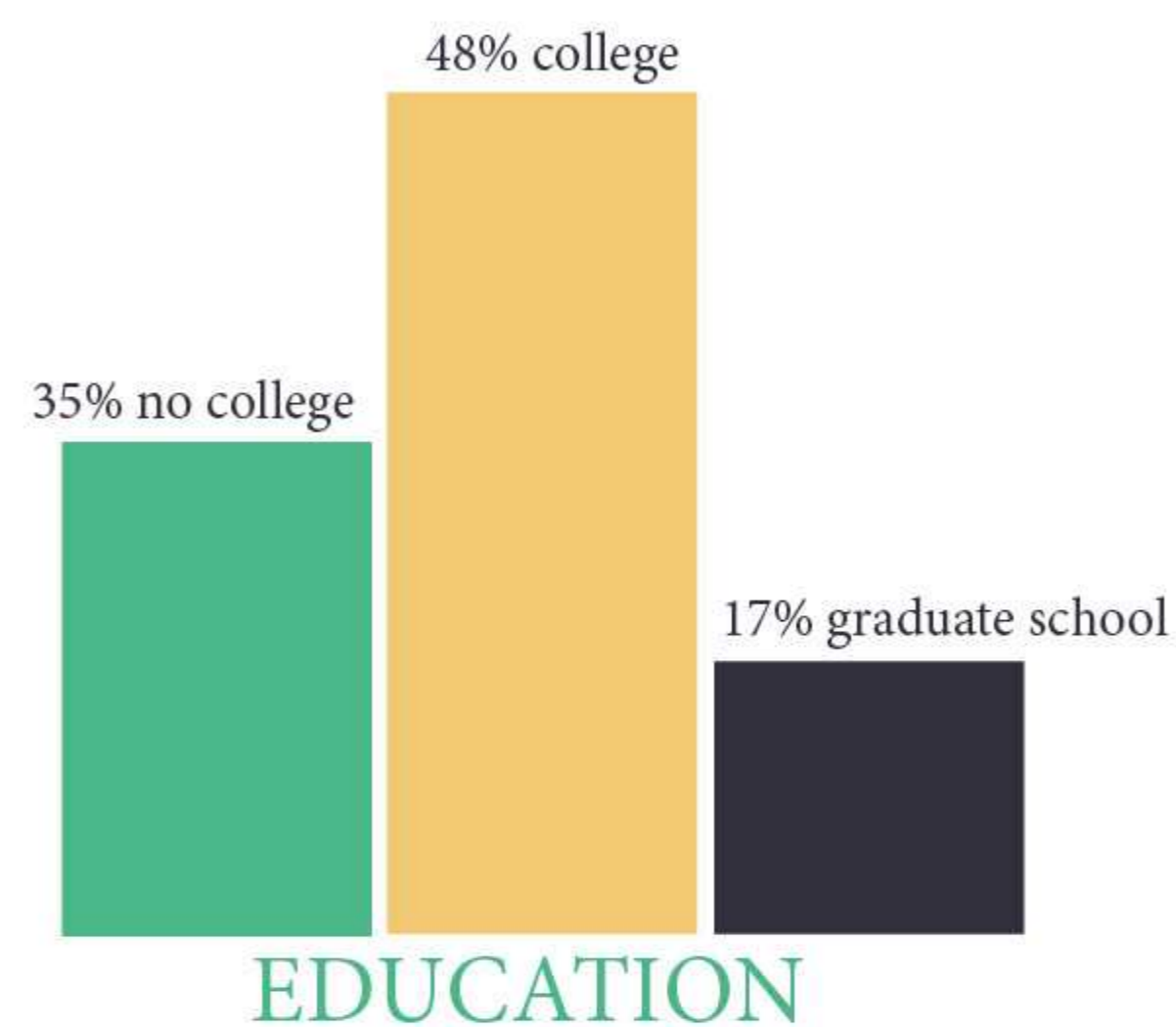
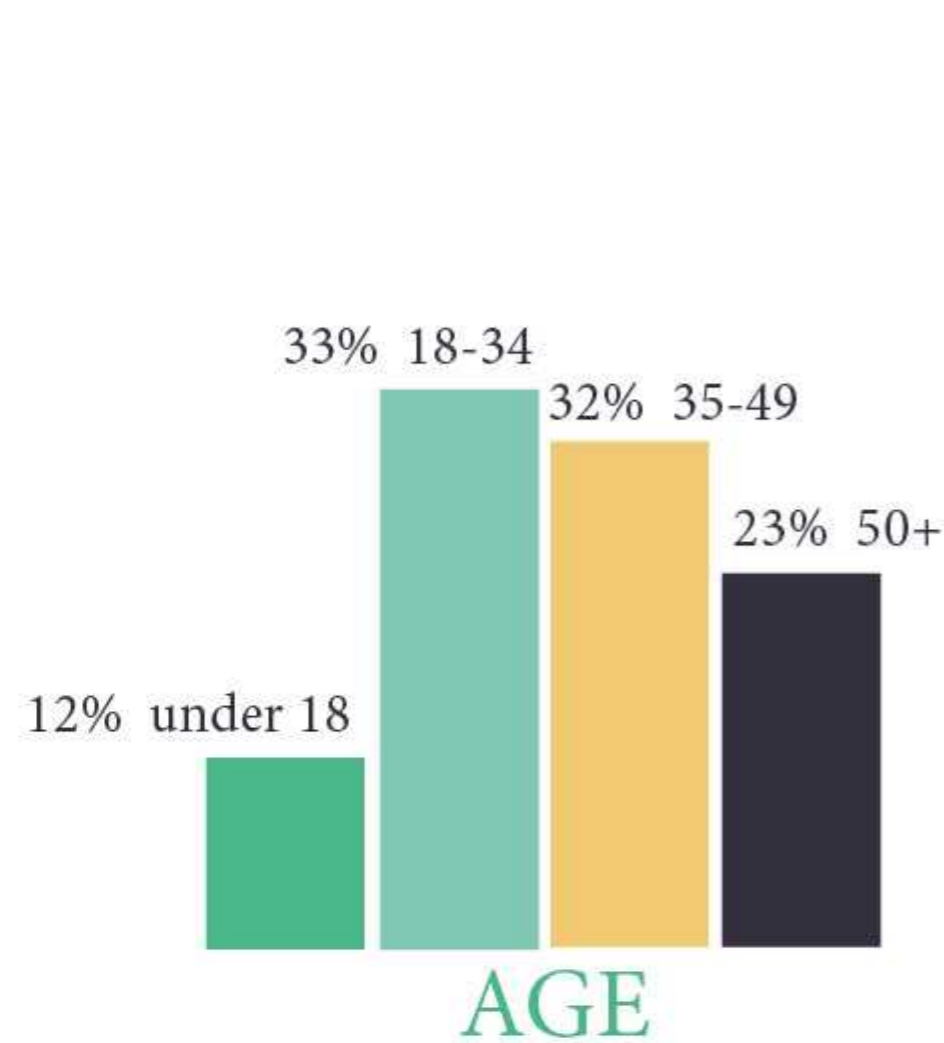
GENDER



ETHNICITY



CHILDREN



What does this all mean?

It means that our online readers are :

YOUNG
77% are age 18-49

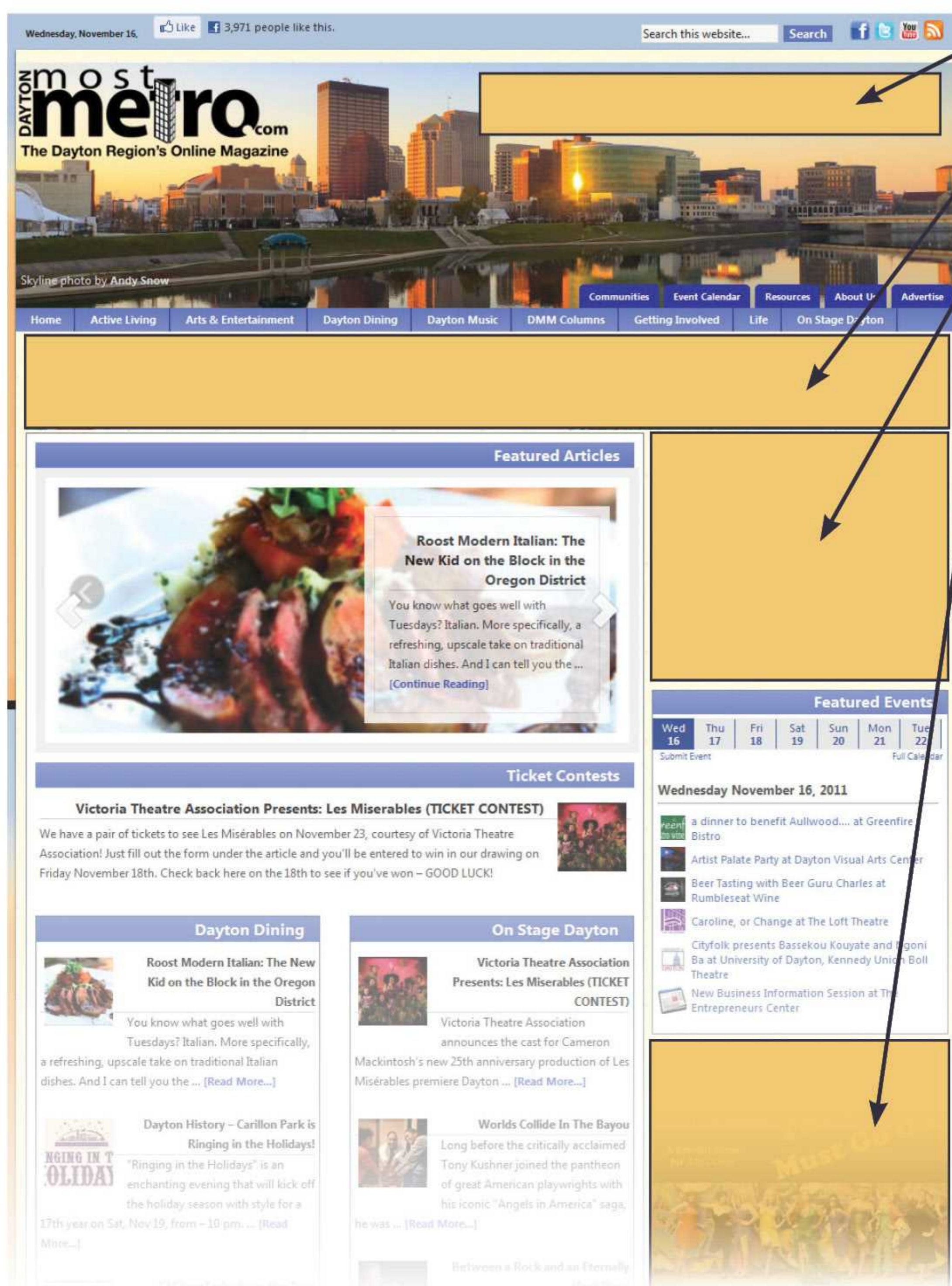
EDUCATED
65% have 1 or more college degrees

AFFLUENT
55% earn more than \$60k/year

ONLINE BANNER ADS

Flexibility - DaytonMostMetro.com offers a very simple advertising package that includes all three of our banner ad sizes that rotate evenly throughout our site. Unlike with print publications, DaytonMostMetro.com can initiate ad campaigns within 24 hours, and we can quickly swap out banner images depending on your needs. With the use of animated banner ads, you can effectively double or triple your ad space AND make your ads more visually appealing to potential customers.

Reporting - Another benefit we offer over print advertising is the ability to track ad views and clicks. Our ad server automatically emails you a custom report every week, showing you exactly how many times people are viewing and clicking your ads.



TOP HEADER (468x60 pixels)

LEADERBOARD (728x90 pixels)

SIDEBAR (300x250 pixels)

RATE CARD

We offer flexible ad contracts from weekly to annual, depending on your needs. Contact us today for more info!

- **Minimum impressions per week:** 7,000
- **Acceptable File types:** .GIF, .JPG, .PNG, FLASH, YouTube VIDEO
- See Sales Rep for longer contract deals and/or bundled packages that include featured articles, event listings and social media blasts!

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