



WINSTONSALEMNIIGHTOUT.COM

What is WinstonSalemNightOut.com?

WSNO is an online guide to dining and entertainment in the Winston-Salem area. The site provides its visitors an easy-to-use source for planning a day or night out for their families, finding the perfect spot for a special date, or just discovering a great new local hotspot.

It provides businesses with a practical online venue to attract customers. A venue that is both effective and affordable, both flexible and manageable.

Our goal is community – to connect local consumers with local restaurants, bars, bands, and entertainment they may not have even known existed...and vice versa. When one wins, we all win.

Get to know your WSNO Homepage

The image shows a screenshot of the WSNO website homepage with several sections and callouts:

- Header:** WINSTONSALEMNIGHTOUT.COM
- Navigation:** Home, Dining, Bars, Entertainment, Bands, Accommodations
- Search:** Search bar with "NATIONAL NIGHTOUT RADIO" and "ON AIR" logo.
- Large Slide Ads:** A large banner image of a city skyline with the text "When You Don't Know Where To Go!".
- Top Banner Ads:** A banner for "ADVERTISE YOUR BUSINESS HERE!".
- Coupons:** A section titled "SAVE MONEY!" with a "For The Hottest Deals click here" link.
- Sponsor Ads:** A section with "ADVERTISE YOUR BUSINESS HERE!", "Rent Movies From Netflix" (Only \$8.99 a month), and "SEE WINNING BIDS IN TOP CITIES HOTELS UP TO 50% OFF" (priceline.com).
- Hot Topics Blog:** A section with "Hot Topics" and links to "Inception" Movie Reviews, National NightOut, and iRadio.
- Video:** A video player with a play button.
- Specials/Events:** A section titled "Today's Top Ideas" showing "Friday Jul 30" and a calendar view.
- Bottom Banner Ads:** A banner for "Special Thanks To W!!! For All You Have Done..." and "Get Your WinstonSalemNightOut Gear Now!".

Callouts with arrows pointing to these sections include:

- header ad (not pictured)
- large slide ads
- coupons
- sponsor ads
- Hot Topics Blog
- video
- top banner ads
- specials/events
- bottom banner ads

WSNO Category Pages Features

The screenshot displays the 'Entertainment' category page on the Winston Salem Night Out website. The page features a navigation menu at the top with options: Home, Dining, Bars, Entertainment (selected), Bands, and Accommodations. A search bar is located in the top right corner.

On the left side, there are two search filters:

- Search Type:** A list of categories including Assoc / Groups / Social Clubs / Orgs / Non-Profits, Amusement/Arcade, Arts, Bowling, Conference Centers, Country Clubs, Festivals, Golf Courses, Historic, Limo Services, Live Theaters, Music Shopping, Movie Theaters/Cinema, Museums, Parks & Recreation, Pools, Sports, Symphony, Vineyard/Winery, Zoo, and All Entertainment.
- Search Location:** A list of areas including Ardmore / Miller St, Queens Vista / Reynolds Historic District, Coliseum Area / Wake Forest University, Country Club / Jonestown/Peace Haven, Downtown / Downtown Arts District, East Winston / Winston-Salem State University, Hanes Mall Area, North Carolina School Of The Arts/Washington Park/Waughtown, Old Salem / Brookstown / Salem Academy & College, Peters Creek Parkway / Sites Creek South, Reynolds / Historic District, Stratford Rd, and West Park.

The main content area is titled 'Winston-Salem Entertainment' and includes a featured profile for 'OnOurGame Ent.' with a record cover image. Below this is a 'Winston Salem Dash' section and an advertisement for 'Old Salem Museums & Gardens'. A 'Sponsors' section features logos for Ticketmaster, a 'Be there. It's better live!' campaign, and Priceline.com.

On the right side, there is a 'Top Events' calendar for August 9th. Below the calendar is a 'featured video' section showing a woman holding a sign that says 'A Special Thanks For All You Have Done... Get Your Winston Salem Night Out Gear Now!'.

Four callouts with arrows point to specific features:

- 'search by type' points to the Search Type filter.
- 'search by location' points to the Search Location filter.
- 'featured profiles' points to the OnOurGame Ent. profile.
- 'featured video' points to the video player at the bottom right.

Why WinstonSalemNightOut.com?

- **Focused and Effective** – People visiting this site are already looking for businesses **JUST LIKE YOU** in **YOUR** area! You're not wasting money on listings and ads to be seen by people outside your market, but putting your name in front of people who actually **WANT** to find you.
- **Versatile** – With multiple features and levels of investment, **WSNO** provides a variety of advertising options with custom plans to get your name out there and customers in your door.
- **Affordable** – **WSNO** has a plan to fit any budget and strives to be the best advertising deal available, bar none. The reason is simple: When you succeed, we succeed. Our businesses grow together! We believe in local business and want to provide an accessible support system for them, so our system is designed to be mutually beneficial.
- **Brand-Name Power** – **WSNO** is a local site geared to local people and helping local businesses; but with over 250 active sites, **NightOut** is a strong national brand...and it is growing! Across North America **NightOut** sites are becoming “The place to go for the place to go.” And this brand can be harnessed to not only bring local business to you, but to draw the traveling crowd as well, increasing the impact of your investment.

Profile and Banner Ad Rates

Profile Rates:

Basic Profile – FREE

Includes business name, address, phone number, one category listing

Premier Profile – \$15/month

Includes Basic Profile plus logo, full description, hours of operation, price range, hours of operation, second category listing, website and menu links, map (by Google Maps)

Featured Profile – \$25/month

Includes Premier Profile plus featured placement on primary category page
ONLY FIVE AVAILABLE PER CATEGORY!!!

Banner Ad Rates:

Slideshow Ad – \$100/month

Largest, most dominant ad. Located on the WSNO homepage, front and center.
500 x 250 pixels. Limited slides available.

Header Ad – \$50/month

Prime location at top of page near menu bar. 250 x 50 pixels.

(cont.)

(Profile and Banner Ad Rates cont.)

Top Ads – \$50/month

Most popular ad in both size and location. Located top right of each page.
250 x 200 pixels. Can link to business website.

Bottom Ads – \$35/month

Most popular ad size, but less prime location. Located bottom of each page.
250 x 200 pixels. Can link to business website.

Sponsor Ads – \$35/month

Located in the center of each page. Rotate every 5-15 seconds. 160 x 145 pixels.
Can link to business website.

NOTE: With the exception of Sponsor Ads, all Banner Ads require at least a Premier Profile subscription.

We WILL work with you to develop a personalized package to fit your needs and budget!

Contact us at info@winstonsalemnightout.com