

WHAT IS MINGLEBERRY



ON TARGET ADVERTISING

THE BEST NIGHTLIFE CONTENT PROVIDER
IN CHARLOTTE!

MingleBerry provides an extensive online entertainment guide on the trendiest places to see and be seen in Charlotte. Our content includes up-to-date information pertaining to restaurants, bars, nightclubs, concerts, special events, art, theatre, and much more. **MingleBerry** is an internet trendsetter that stays in touch with Charlotte's nightlife and social events. Each week we send our members, "The Guide", a newsletter which highlights Charlotte's rich nightlife and social events for the upcoming weekend. In addition, our members can create profiles, connect with other party-goers, share their thoughts on our blog and view photographs from an extensive gallery taken at the hottest nightclubs and events around Charlotte. If you want your event or service to effectively reach Charlotteans your online marketing must include **MingleBerry.com**. Being an advertiser on **MingleBerry.com** gives you the opportunity to reach over 50,000+ Charlotteans and visitors each month through exposure with banner advertisements, weekly emails, event sponsorships, and various other promotional and special events. This will take your return on investment to a new level never seen before and one not to be offered by any other website in town!!!!

DEMOGRAPHICS



Targeting Charlotte's young urban professionals; our socially active readers are upper middle class, single business professionals, and entrepreneurs with high disposable income.

- Email database of over 17,500 valid emails
- Over 700,000 hits a month!
- Over 10,000 unique visitors each month.
- Average growth of 8 New Members per day.
- 45% Male; 55% Female Ratio
- Marital Status: Single 87%
- College Graduate : 85%
- Average Age:
 - 21— 27 years - 26%
 - 28 — 34 years - 45%
 - 35 and up 29%
- Annual Income
 - \$20k and below 15%
 - \$21— \$80k - 70%
 - \$81— \$150k - 10%
 - Over \$150k - 5%



Source: Google Analytics and MingleBerry reader survey, 10,000 respondents

COMMUNITY



Why Social Networking?

The phenomenon of online social networking - made extremely popular by sites like MySpace and Facebook has evolved to include more than the teenage stereotype looking to expand a network of online friends. People of all ages and backgrounds have discovered that they can enrich their lives through the contacts they make on social networking websites.

FACT:

Adult internet users in the U.S. using social networking sites has more than quadrupled from 8% of users to 46% in the past four years.

Source: the Pew Internet & American Life Project's December 2009 Tracking Survey.

FACT:

In the U.S., two of the top 5 most visited websites are social networks sites #1 Google (search engine), #2 Yahoo (portal), #3 YouTube (video hosting), #4 MySpace (Social Network) and #5 Facebook (Social Network).

Source: Alexa.com a subsidiary of Amazon.com that provides information on the web traffic to other websites.

FACT:

More than one third (37%) of all social network users visit their profile everyday!

Source: the Pew Internet & American Life Project's December 2008 Tracking Survey.

FACT:

Most people use social networking sites to connect, socialize, and make plans with friends. (89% use the networks to stay in touch with friends, and 57% use it to make plans with friends.)

Source: the Pew Internet & American Life Project's December 2008 Tracking Survey

FACT:

More than a third (34%) of parents say the Internet has helped them plan weekend outings

Source: the Pew Internet & American Life Project's December 2008 Tracking Survey

FEATURES



GOING OUT IS EASY...FINDING THE RIGHT SPOT IS NOT!



Personal Profiles

This is the heart and soul of the social network experience. It's a sanctuary for our members to express their thoughts and feelings, personalize with widgets and gadgets, post their own photos and videos, and show off their network of friends. And with our privacy settings, these profile pages can reflect their personalities and their interests in a fun, safe, online community.



Groups

MingleBerry.com has a group for every party-goer! Our featured groups are only the beginning; once a member has signed in they're encouraged to join or start as many groups as they would like. For advertisers this means precise and more easily defined market segmentation, less cost to reach your core consumers and a greater return on each advertising dollar spent.



Chat

Why just text when you can chat instantly with your groups, friends, and other party-goers! Connect instantly and join the discussion in real time. Chat with your core friends, or the whole MingleBerry.com Community. It's a perfect way to connect and share upcoming events.



Forums

Don't have time to chat? Get into the discussion on our online forums and find out what everyone is talking about! Jump in anytime and catch up with the latest events and news. Our forums are a great way to get into your favorite topics and keep up with the discussion on your time.



Publish photos/videos

From your camera - to your profile - to friends close and far. Share photos and videos of your night out or everyday adventures. Make the most of your digital memories and post them online to share with the MingleBerry.com Community!



Blogs

Express yourself! Creating a blog on the site is easy and fun and only requires a few steps. Become the writer you've always wanted to be. Use your blog to promote your event, business or to share ideas and get opinions from other MingleBerry.com members.



FREE Event Posting

Planning a Party? Having an grand opening for a business? From casual get together, to major parties, and all the everyday fun in between are a piece of cake to get the word out for your event. Just post your event on MingleBerry.com! Privacy settings let you choose who can view it. Even sending out invites is a snap. Then just sit back and keep track of who's going and who needs a nudge to join the fun.



RSS Feeds/Gadgets

Found an interesting webpage? Found an online gadget you just can't live without? You don't have to! Keep in touch with everything that's important with RSS Feeds and online widgets/gadgets. See at a glance updates of what you need to know, when you need to know it all from your personalized profile page. From weather to horoscopes to quotes of the day, add fun bits of content to your page that really shows off your personality.

WEBSITE OPTIONS



**REACH YOUR
MARKET**

**EVERY HOUR.
EVERY DAY.**

A cartoon illustration of a man in a black tuxedo with a white shirt and bow tie, holding a large brass megaphone to his mouth. He has a wide, happy smile. The background behind him is a light green circle. The text to the right is in a bold, white, sans-serif font on a dark grey rounded rectangular background.

BANNER ADS

Looking for more exposure for your event or business? By placing a banner on MingleBerry.com you will drive more customers from the web to your door! Banners may be linked to a website, dedicated web page, or your social networking page. All banner ads with the exception of leaderboard is included in The Guide (weekly newsletter). Banner ads are static.

- **Button Banner (250x250) - \$200 month OR \$65 week**
Located in the right column of website. Also included in Weekly Newsletter. Only 3 slots available.
- **Vertical Tower Banner (160x600) - \$250 month OR \$85 week**
Located in the right column of website. Also included in Weekly Newsletter. Only 2 slots available.
- **Leaderboard Banner (728x90) - \$300 month OR \$100 week**
Located at the very top right of website above logo. Our most visual banner! Only 1 slot available.

WEBSITE OPTIONS



FEATURED EVENT LISTING

You can upgrade your FREE event Listing to a Featured Event! Your event will be listed within the Featured Event section of the home page and event page. It is aimed to grab our readers attention and is ideal for an event that needs plenty of visitors.

The price is only \$15 to upgrade your event!

Visit MingleBerry.com and Upgrade your even Today!

BUSINESS OF THE MONTH

Make sure our readers know about your business or service! As the Business of the Month your business/service will be featured on our homepage and included in our weekly newsletter. This includes your logo/image, brief bio, and contact details.

The price is only \$150 for the month!

MingleBerry.com can help spread the word about your event fast and quick. Our readers plan their social outings based on the events we promote and highlight. Reach more people at this critical moment....When they are deciding where to go. It's PAINFULLY EASY and UNBELIEVIBLY inexpensive to put your ad on our site!



EMAIL OPTIONS



"THE GUIDE" - E-NEWSLETTER

Our e-newsletter is sent out every Thursday to our subscribers announcing the hottest upcoming events! Your inclusion in our newsletter will include your flyer, brief description highlighting your event, and a link to your website for more information. All details including your payment must be submitted by the Wednesday prior. Don't miss your opportunity to promote your event in our newsletter.

The price is only \$50 to include your event!

DEDICATED EMAIL BLAST

Our dedicated email blasts individually highlight your event or service; which means your ad will go directly to over 17,500 subscribers email box. Because of focused reader attention, dedicated e-mails usually generate higher response rates than e-Newsletter listings. MingleBerry.com will compose an HTML e-mail announcement with your logo, images, links, and text that you have provided us. You can also include ticket/prize information, and link to your video or radio announcement. Once the HTML announcement has been created, and approved by you, it will be delivered on the pre-determine schedule date. We only send out dedicated emails on Monday and Friday so reserve your date today!

The price is only \$150 per blast!



MingleBerry.com is one of Charlotte's best promotional and marketing tools to get the word out to thousands of people about your event, concert, party, music, artist, and business!

OTHER OPTIONS



DESIGN SERVICES

MingleBerry.com has a stellar reputation for graphic design. Our creative ad execution is instrumental in ensuring the consumer attention and is a vital component to the site's overall appeal. All graphics are yours to use on other marketing campaigns.

- Banner Ad Design - \$75 for animated design
- Flyer design - \$75 for full color front and back
- Business Card Design - \$50 full color front and back

EVENT PHOTOGRAPHY

Call MingleBerry.com if you require experienced photographers at your special event! If you have a series of events, don't miss this opportunity to have thousands of visitors see how hot your event is! Having a nightclub photographer to cover your party will add a bit of glamour to the event and make people feel extra special. Everyone can be famous for 15 minutes, so why not provide such star treatment during your special party events?



- Photographers are friendly and will approach everyone professional.
- All images are burned to a CD and mailed to you.
- Images will appear in our photo gallery for additional exposure.
- Photographers are available for up to 3 hours.

Price for a photographer is \$125

GET STARTED



Ad Requirements

All ads must be reserved 7-10 business days prior to posting (pending availability). Ad space is sold on first come first serve basis. We recommend reserving space 30 days in advance.

- **File size 50k maximum**
- **Formats: Jpg, jpeg, gif**

Frequency Rates

Frequency rates require a signed contract. Frequency rates apply only if the contract is completed in consecutive weeks.

Payment Policy

All ads must be paid in full before placement. MingleBerry accepts cash, certified check, PayPal, or credit card.

**Custom Programs are Available!
Call Us Today!**

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