### 🕾 BubbleLife

### What is BubbleLife?

BubbleLife brings together everything local and provides one online destination for a community to find, share and discuss their relevant news. BubbleLife has been referred to as "Facebook" for the neighborhood and others have praised BubbleLife for returning local news back to the neighborhood level. By providing a local network to share news, events, conversations and information, communities are empowered to support themselves, their local businesses, schools, and nonprofit organizations.

Each community has a daily email newsletter and an online news website. The daily newsletters deliver a snapshot of news from the past 24 hours while the news websites deliver a stream of news in real time. BubbleLife combines contributions from local sources, neighbors, schools, community organizations and local businesses, to provide a comprehensive local resource.

### Why Advertise on BubbleLife?

BubbleLife readers are primed for everything local. Readers come specifically to BubbleLife to learn about local events, local shopping, local services, local dining and more. Local advertising is an integral part of what BubbleLife readers expect. With BubbleLife, advertisers are able to achieve a higher percentage of media ownership surrounded by relevant local content.

While BubbleLife can't match the reach of a Facebook or Google campaign, BubbleLife advertising is designed to achieve better long term results. BubbleLife advertising makes it affordable to drive

branding and recognition deep into a community and focused on people passionate about making their community better and sharing their stories with others. Plus, the ability to complement BubbleLife advertising with content gives advertisers an unbeatable way to tell their story even when it's complexity doesn't work well on other media.

### Who Reads BubbleLife?

The BubbleLife audience reflects local purchasing and decision making. The typical reader is female (64%), between the ages of 35 -54 (51%), with children (55%), with household income over \$100,000 (45%). Our readers are educated and share a strong passion for their neighborhood; they are the people you want to reach because they can actually come to your store or business.

### Where are BubbleLife's?

BubbleLife has over 120 community sites focused in the DFW and Houston areas. Each community has different readership and can be targeted uniquely.

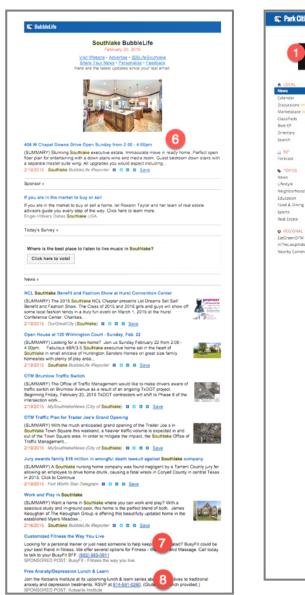
### **Advertising Options**

	Standard	Premium	Sponsorship	Рорир
	Consistent Monthly Exposure	Standout Monthly Exposure	Consistent Community Ownership	Can't Miss Messaging
Native Text Ad	Rotated	Rotated	Every Newsletter	-
Website Ad	Rotated Wide Banner	Rotated Tower	Top of Every Page	Popup Once/Day/User
Sidebar Ad	Small Banner	Small Banner	-	-
	(4)	(4)		
Guaranteed CPM	\$25	\$25	\$35	\$90
Minimum Monthly	\$500	\$750	\$1,000	\$750
Minimum Monthly Impressions	20,000	30,000	28,571	8,333
Targeting	Target your choice of 120 communities in DFW and Houston.			

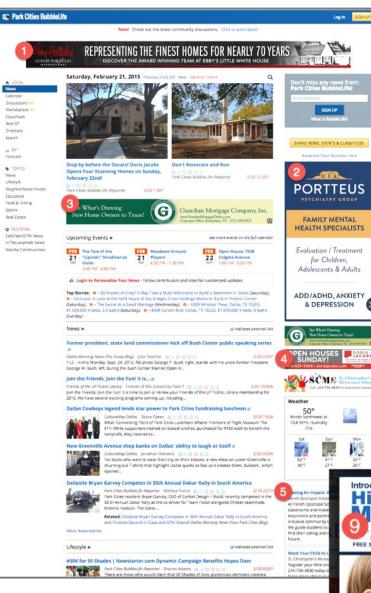
- 1. Pricing shown is for 6-month contract. Add 10% for contracts less than 6 months.
- 2. Non-targeted, run of network CPM is \$15 CPM for basic or premium.
- 3. 5% discount for 12-month contracts.
- 4. 10% discount for prepaid 12-month contracts.
- 5. 5% discount for prepaid 6-month contracts.
- 6. 10% agency discount available on all contracts where agency provides payment.

## 🐴 BubbleLife

#### Newsletter



### Website



#### Notes

Sponsorship ad (1) appears at the top of every website page and at the top of every newsletter (6).

Wide banner ad (3) and tower ad (2) rotate with other advertisers on website front page and interior pages.

Small banner ad (4) appears on the website front page and rotates on interior page.

Text ads (7) (8) rotate in the newsletter in native display style and rotate on the website.

Popup ad (9) appears once per day per user on the website and require click to close.



# BubbleLife

DFW	Lancaster	Houston	League City
Addison	Las Colinas	Acres Homes	Liberty
Allen	Lewisville	Afton Oaks	Livingston
Arlington	Little Elm	Aldine	Magnolia
Bedford	Mansfield	Alief	Manvel
Carrollton	McKinney	Alvin	Memorial
Cedar Hill	Mesquite	Angleton	Midtown Village
Colleyville	Midlothian	Baytown	Missouri City
Coppell	Murphy	Bellaire	Montgomery
Corinth	North Richland Hills	Briargrove	Museum District / Montrose
Dallas Uptown & Arts District	Oak Cliff Park Cities	Cleveland	Pasadena
Denton	Parker	Cloverleaf	Pearland
Desoto	Plano	Conroe	Piney Point Village
Duncanville	Preston Hollow and North Dallas	Cy-Fair	Richmond
EatGreenDFW	Prosper	Dayton	River Oaks / Tanglewood
Euless	Richardson	Deer Park	Rosenberg
Farmers Branch	Roanoke	Dickinson	Seabrook
Flower Mound	Rockwall	Downtown Houston	Sheldon
Frisco	Rowlett	East Houston	South Houston
Garland	Royse City	Fresno	Spring
Grand Prairie	Sachse	Friendswood	Stafford
Grapevine	Southern Methodist University	Galena Park	Sugar Land / Fort Bend
Haltom City	South Dallas	Galveston	Summerwood
Haslet	Southlake	Houston Heights	Texas City
Heath	Sunnyvale	Humble	The Woodlands
Highland Village	Terrell	Jacinto City	Tomball
Hurst	The Colony	Katy	Uptown-Galleria
InTheLoopKids	Trophy Club	Kemah	Webster
Irving	Waxahachie	Kingwood	West University Place
Keller	Westlake	La Marque	
Lake Highlands	Wylie	La Porte	
Lakewood			