

## **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

	<b>Standard</b> <i>Consistent Monthly Exposure</i>	<b>Premium</b> <i>Standout Monthly Exposure</i>	<b>Sponsorship</b> <i>Consistent Community Ownership</i>	<b>Popup</b> <i>Can't Miss Messaging</i>
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 (4)	Small Banner (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.


## Newsletter



### Southlake BubbleLife

February 20, 2015

[Visit Website](#) • [Advertise](#) • [BubbleLifeSouthlake](#)  
[Share Your News](#) • [Personalize](#) • [Feedback](#)  
 Here are the latest updates since your last email.



**408 W Chapel Downs Drive Open Sunday from 2:00 - 4:00pm**

(SUMMARY) Stunning Southlake executive estate. Immaculate move in ready home. Perfect open floor plan for entertaining with a down stairs wine and media room. Guest bedroom down stairs with a separate master suite wing. All upgrades you would expect including...

2/19/2015 Southlake BubbleLife Reporter

**Sponsor**

If you are in the market to buy or sell

If you are in the market to buy or sell a home, let Roxann Taylor and her team of real estate advisors guide you every step of the way. Click here to learn more.

Engel-Volkers Dallas Southlake USA

**Today's Survey**

Where is the best place to listen to live music in Southlake?

Click here to vote!

**News**

**NCL Southlake Benefit and Fashion Show at Hurst Convention Center**

(SUMMARY) The 2015 Southlake NCL Chapter presents Let Dreams Set Sail Benefit and Fashion Show. The Class of 2015 and 2016 girls and guys will show off some local fashion trends in a truly fun event on March 1, 2015 at the Hurst Conference Center. Charities...

2/19/2015 OurGreatCity (Southlake)

**Open House at 120 Wilmington Court - Sunday, Feb. 22**

(SUMMARY) Looking for a new home? Join us Sunday February 22 from 2:00 - 4:00pm. Fabulous 4BR/3.5 Bath executive home set in the heart of Southlake in small enclave of Huntington Sanders homes on great size family homesites with plenty of play area...

2/19/2015 Southlake BubbleLife Reporter

**OTM Brumlow Traffic Switch**

(SUMMARY) The Office of Traffic Management would like to make drivers aware of traffic switch on Brumlow Avenue as a result of an ongoing TxDOT project. Beginning Friday, February 20, 2015 TxDOT contractors will shift to Phase II of the intersection work...

2/19/2015 MySouthlakeNews (City of Southlake)

**OTM Traffic Plan for Trader Joe's Grand Opening**

(SUMMARY) With the much anticipated grand opening of the Trader Joe's in Southlake Town Square this weekend, a heavier traffic volume is expected in and out of the Town Square area. In order to mitigate the impact, the Southlake Office of Traffic Management...

2/19/2015 MySouthlakeNews (City of Southlake)

**Jury awards family \$16 million in wrongful death lawsuit against Southlake company**

(SUMMARY) A Southlake nursing home company was found negligent by a Tarrant County jury for allowing an employee to drive home drunk, causing a fatal wreck in Coryell County in central Texas in 2013. Click to Continue

2/19/2015 Fort Worth Star-Telegram

**Work and Play in Southlake**

(SUMMARY) Want a home in Southlake where you can work and play? With a spacious study and in-ground pool, this home is the perfect blend of both. James Keoughan of The Keoughan Group is offering this beautifully updated home in the established Myers Meadow...

2/18/2015 Southlake BubbleLife Reporter

**Customized Fitness the Way You Live**

Looking for a personal trainer or just need someone to help keep you motivated? BusyFit could be your best friend in fitness. We offer several options for Fitness - Wellness and Massage. Call today to talk to your BusyFit BFF. (850) 968-2013


SPONSORED POST: BusyFit - Fitness the way you live.

**Free Anxiety/Depression Lunch & Learn**

Join the Koisman Institute at its upcoming lunch & learn series about anxiety and depression treatments. RSVP at 814-591-0260. (Guests are invited.)

SPONSORED POST: Koisman Institute

## Website



New! Check out the latest community discussions. Click to participate!

**1** *Any Hallway*

**REPRESENTING THE FINEST HOMES FOR NEARLY 70 YEARS**

DISCOVER THE AWARD WINNING TEAM AT EBBY'S LITTLE WHITE HOUSE

Saturday, February 21, 2015 Previous (Feb 20) Next Send to friend

**LOCAL**

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[Classifieds](#)  
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[50°](#)  
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**REGIONAL**  
[EastGreen/DW News](#)  
[TheCapitolNews](#)  
[Nearby Communities](#)

**Stop by before the Oscars! Doris Jacobs Opens Four Stunning Homes on Sunday, February 22nd!**

Park Cities BubbleLife Reporter 2/20 1:00P

**Don't Renovate and Run**

Park Cities BubbleLife Reporter 2/20 12:20P

**3** *What's Drawing*

**New Home Owners to Texas!**

**Guardian Mortgage Company, Inc.**

www.GuardianMortgageOnline.com  
Corporate Office, Richardson, TX (972) 490-0823

**Upcoming Events**

see more events on the full calendar

<b>21</b> Sat	<b>21</b> Sat	<b>22</b> Sun	<b>22</b> Sun
The Tale of the "Giginsk" Stradivarius Violin	Meadows Virtual Players	Open House: 7538 Colgate Avenue	
3:00 PM - 4:00 PM	6:30 PM - 7:30 PM	1:00 PM - 5:00 PM	

[Login to Personalize Your News](#) - Follow contributors and sites for customized updates.

**Top Stories:**

- 50 Shades of Grey! It May Take a Multi-Millionaire to Build a Basement in Dallas (Saturday)
- 5 Seasons a Look at the Holly Hays of Sky Bridges Creek Holdings Wants to Build in Preston Center (Saturday)
- The Secret to a Good Marriage (Wednesday)
- 4308 Windsor Parkway, Dallas, TX 75205, \$1,599,000 4 beds, 3.5 baths (Saturday)
- 4409 Caruth Blvd, Dallas, TX 75225, \$1,699,000 4 beds, 6 baths (Sunday)

**News**

[Former president, state land commissioner kick off Bush Center public speaking series](#)  
[Dallas Morning News \(The Scoop Blog\)](#) Julie Fancher 2/20 2:00P  
 FILE - In this Monday, Sept. 24, 2012, file photo George P. Bush, right, stands with his uncle former President George W. Bush, left, during the Bush Center Warrior Open in...

[Join the Friends, Join the Fun! It is...!](#)  
[Friends of the UP Public Library](#) Friends of the University Park P. 2/19 10:00A  
 Join the Friends, Join the Fun! It is time to join or renew your Friends of the UP Public Library membership for 2015. We have several exciting programs coming up, including...

[Dallas Cowboys legend lends star power to Park Cities fundraising luncheon](#)  
[CultureMap Dallas](#) Diana Oates 2/20 7:42A  
 What: Connecting Point of Park Cities luncheon Where: Frontiers of Flight Museum The 411: While supporters noshed on boxed lunches, purchased for \$100 each to benefit the nonprofit, they listened to...

[New Greenville Avenue shop banks on Dallas' ability to laugh at itself](#)  
[CultureMap Dallas](#) Jonathan Remstra 2/20 4:03A  
 For locals who want to wear their city on their sleeves, a new shop on Lower Greenville is churning out T-shirts that highlight Dallas quirks as fast as it creates them. Bulker, which opened...

[Dallasite Bryan Garvey Competes in 35th Annual Dakar Rally in South America](#)  
[Park Cities BubbleLife Reporter](#) Melissa Purvis 2/19 2:23P  
 Park Cities resident Bryan Garvey, CEO of Corbett Design + Build, recently competed in the 35th Annual Dakar Rally as the co-driver for Team Foton alongside Chilean teammates, Antonio Hasbun, The Dakar...

**Related:** Dallasite Bryan Garvey Competes in 35th Annual Dakar Rally in South America and Finishes Second in Class and 57th Overall Dallas Morning News (Your Park Cities Blog)

More News stories

**Lifestyle**

[\\$50K for 50 Shades | Newstarter.com Dynamic Campaign Benefits Hopes Door](#)  
[Park Cities BubbleLife Reporter](#) Sharon Adams 2/20 8:00P  
 There are those who would claim that 50 Shades of Grey glamorizes domestic violence.

**4** *Open Houses Sunday!*

**OPEN HOUSES SUNDAY!**

See What's Doing New Home Owners to Texas!

4-637-339-1111 [dorisjacobs.com](#)

**5** *making an Impact*

**Highland Park Dental Membership Plan**

Affordable solution for cleanings, exams, X-rays and more. No deductibles. No maximums. No waiting periods. No claims. FREE Sonicare toothbrush or FREE ZOOM and more with new membership

Want Your Child to Love St. Christopher's School? Register your little one today! 214-736-3830 today! [www.stcristopherschool.org](#)

Highland Park Dental  
A Concierge Dental Practice

**6** *Southlake*

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SPONSORED POST: BusyFit - Fitness the way you live.

## 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.

**DFW**

Addison  
Allen  
Arlington  
Bedford  
Carrollton  
Cedar Hill  
Colleyville  
Coppell  
Corinth  
Dallas Uptown & Arts District  
Denton  
Desoto  
Duncanville  
EatGreenDFW  
Euless  
Farmers Branch  
Flower Mound  
Frisco  
Garland  
Grand Prairie  
Grapevine  
Haltom City  
Haslet  
Heath  
Highland Village  
Hurst  
InTheLoopKids  
Irving  
Keller  
Lake Highlands  
Lakewood

Lancaster  
Las Colinas  
Lewisville  
Little Elm  
Mansfield  
McKinney  
Mesquite  
Midlothian  
Murphy  
North Richland Hills  
Oak CliffPark Cities  
Parker  
Plano  
Preston Hollow and North Dallas  
Prosper  
Richardson  
Roanoke  
Rockwall  
Rowlett  
Royse City  
Sachse  
Southern Methodist University  
South Dallas  
Southlake  
Sunnyvale  
Terrell  
The Colony  
Trophy Club  
Waxahachie  
Westlake  
Wylie

**Houston**

Acres Homes  
Afton Oaks  
Aldine  
Alief  
Alvin  
Angleton  
Baytown  
Bellaire  
Briargrove  
Cleveland  
Cloverleaf  
Conroe  
Cy-Fair  
Dayton  
Deer Park  
Dickinson  
Downtown Houston  
East Houston  
Fresno  
Friendswood  
Galena Park  
Galveston  
Houston Heights  
Humble  
Jacinto City  
Katy  
Kemah  
Kingwood  
La Marque  
La Porte

League City  
Liberty  
Livingston  
Magnolia  
Manvel  
Memorial  
Midtown Village  
Missouri City  
Montgomery  
Museum District / Montrose  
Pasadena  
Pearland  
Piney Point Village  
Richmond  
River Oaks / Tanglewood  
Rosenberg  
Seabrook  
Sheldon  
South Houston  
Spring  
Stafford  
Sugar Land / Fort Bend  
Summerwood  
Texas City  
The Woodlands  
Tomball  
Uptown-Galleria  
Webster  
West University Place