



LINKING BUSINESSES AND
NEIGHBORS IN THE AREA

MEDIA KIT

INTEGRATED SOLUTIONS FOR LOCAL BUSINESSES

OUR  **blök**.com

WHAT'S ON YOUR BLOK?



About:

Thanks for taking a few minutes to view OURBLOK.com! Our goal is to link local residents and businesses on our blok like never before. Neighbors on our blok have one place to learn about local events, businesses, schools, churches and charities.



our mission:

To connect you and your business to people who live, work, eat, drink, play, exercise and worship in the area.



OURBLOK is the perfect opportunity to connect with your community through a combination of loyalty rewards, cause marketing print, web, e-mail blasts, text messaging, local events, smart phone apps, and a new resident program.

OurBlok offers the only hyper-local opportunity to get your message out to the neighborhood and keep it there!

Living' La Vida Local!



OurBlok Rewards

Introducing the latest in customer retention and social responsibility...

"A thousand Loyalty Programs rolled into one simple card..."

Your neighbors activate their Ourblok Rewards Card for instant cash gifts, cash back rewards and the benefit of supporting their favorite local cause or charity. When the card is swiped at your business, you now have a paperless system to access important customer information.

Benefits:

- Option to offer loyalty reward for future visits and/or a local cause or charity.
- Option to support local charities while growing your business.
- Initial gift offer to trigger new customers.
- Paperless collection of your customers email, cell, and address.
- Automated birthday, anniversary and "come-back-soon" greetings.
- Monitor Campaign effectiveness in real time.
- Finally have the ability to treat your customers the way that they deserve





OurBlok Rewards

Database Building

Watch your customer database grow automatically as customers activate cards online or by phone to unlock preloaded dollars on their card.

Fundraising

Target schools, religious groups, civic organizations, etc. and track donations electronically with complete accounting transparency.

Cash Back Rewards

Customers earn instant cash back rewards for every dollar spent and receive a thank-you email the next day automatically to report earned rewards and help increase frequency.

Data Segmentation

Create groups and sort customer data by age, gender, days since last visit, dollars spent, upcoming birthdays and more to isolate data for more intelligent target marketing.

Gift Card Processing

Our cards feature Prepaid Gift and Frequency applications with bonus rewards all on a SINGLE card. Load them up with dollars or units and create prepaid packages to fill cash registers with money in advance.

Mobile Text Messaging and Email Marketing

Create and send professionally designed HTML emails or text messages within minutes direct from your online account. No 3rd party software needed.

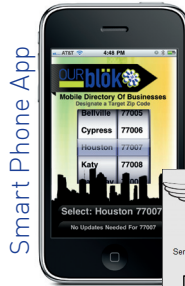


OURblök.com

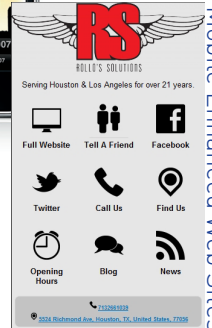


OurBlok Benefits

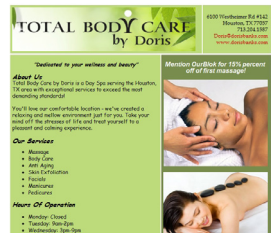
- Weekly e-mail blast
- Loyalty Reward cards with magnetic stripe for customer data
- New resident introduction.
- Cause Marketing (Connecting you with Non-Profits)
- Text messaging (SMS) program
- Community events (when we are there, YOU are there)
- Access to Community Website, Facebook & Community Builder
- OurBuk\$ offer (Daily Deal – you limit the number)
- 24 hour turn-around on mobile website
- Customized Profile Page
- Presence on OurBlok Smart Phone Application.



Smart Phone App



Mobile Enhanced Web Sites



OurBlok Profile Page

OurBlok Quarterly Publications



Rates:

\$99 Standard Setup Fee

\$199 Loyalty Rewards Setup

BLÖK 1:

\$119/MO

- Window decal
- Profile page
- Community cards for employees and customers
- Featured weekly in e-mail blasts
- Quarterly event
- Featured listing in OURBLOK smartphone apps
- New resident introduction
- 3 Line listing in magazine

BLÖK 2:

\$169/MO

- Window decal
- Profile page
- Community cards for employees and customers
- Featured weekly in e-mail blasts
- Quarterly event
- Featured listing in OURBLOK smartphone apps
- New resident introduction
- Annual Online Customer Survey
- 1/8 page 4 color ad in magazine or loyalty rewards program
- 1 keyword text

BLÖK 3:

\$219/MO

- Window decal
- Profile page
- Community cards for employees and customers
- Featured weekly in e-mail blasts
- Quarterly event
- Featured listing in OURBLOK smartphone apps
- New resident introduction
- Annual online customer survey
- 1 keyword text
- QR Code
- 1/4 page 4 color ad in magazine



BLÖK 4:

\$269/MO

- Window decal
- Profile page
- Community cards for employees and customers
- Featured weekly in e-mail blasts
- Quarterly event
- Featured listing in OURBLOK smartphone apps
- New resident introduction
- Annual online customer survey
- QR Code
- Text-to Coupon in ad
- 1 keyword text
- 1/2 page 4 color ad in magazine

BLÖK 5:

\$319/MO

- Window decal
- Profile page
- Community cards for employees and customers
- Featured weekly in e-mail blasts
- Quarterly event
- Featured listing in OURBLOK smartphone apps
- New resident introduction
- Annual online customer survey
- QR Code
- Text-to Coupon in ad
- 1 keyword text
- Full page 4 color ad in magazine
- Priority placement in magazine

ANNUAL FULL & HALF PAGE CONTRACTS INCLUDE
30 SECOND VIDEO (\$750 VALUE)
1 TEXT-TO-THE-BLOK QUARTERLY (\$350 VALUE)
1 EDITORIAL (\$900 VALUE)
1 ONLINE CUSTOMER SURVEY

* add \$60 for loyalty reward package

5% discount if entire contract is paid in full at time of sale. Contact your salesperson for more information. Design and one revision included. \$40 per revision thereafter.



Product Matrix:

	BLOK 1	BLOK 2	BLOK 3	BLOK 4	BLOK 5
	\$119	\$169	\$219	\$269	\$319
\$99 setup	√	√	√	√	√
Window decal	√	√	√	√	√
Mobile enhanced website	√	√	√	√	√
Community cards	√	√	√	√	√
Weekly e-mail blast	√	√	√	√	√
\$20 Voucher program	√	√	√	√	√
Quarterly event	√	√	√	√	√
OurBlok smartphone apps	√	√	√	√	√
New resident introduction	√	√	√	√	√
Online customer survey		√	√	√	√
QR Code			√	√	√
Text-To Coupon			√	√	√
Priority placement					√
4 Line listing	√				
1/8 page Ad		√			
1/4 page Ad			√		
1/2 page Ad				√	
Full page Ad					√

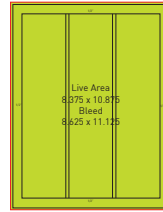


Magazine Specs:

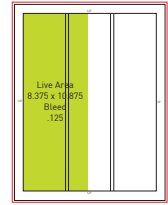
Premium Positioning:

- Back Cover 2400/issue
- Inside Back Cover 1400/issue
- Inside Front Cover 1500/issue
- Inside Cover and Page 1 2400/issue
- Standard Ad size/positioning:
- Positioning based on first come basis)
- Full Page 957/issue
- 1/2) Half Page 807/issue
- 1/4) Quarter Page 657/issue
- 1/8) Business Card Size 507/issue
- 4 Line Listing 357/issue
- *Volume Discounts Available

FULL PAGE



HALF PAGE VERTICAL



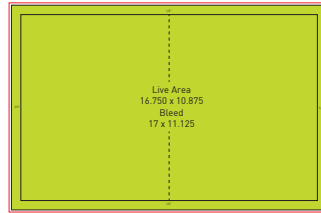
LIVE AREA:

1/2" from trim on top, sides and bottom.

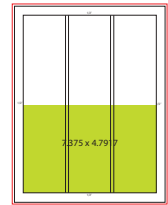
BLEED:

extends .125" out from all trim edges

FULL PAGE SPREAD



HALF PAGE HORIZONTAL



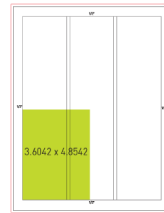
MAGAZINE DIMENSIONS:

	width	height
trim size	8.375"	10.875"
live area	7.375"	9.875"
bleed	8.625"	11.125"
size		

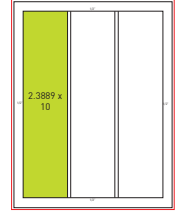
EIGHTH PAGE



QUARTER PAGE



THIRD PAGE VERTICAL



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