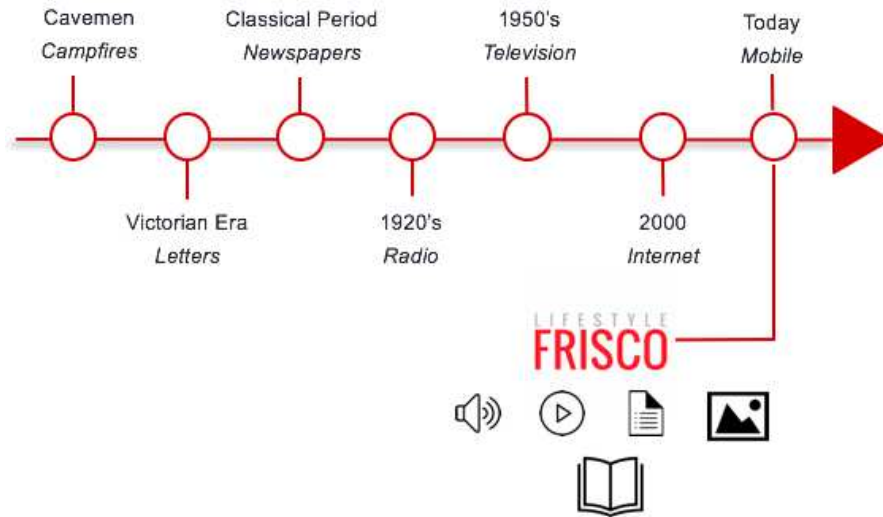


L I F E S T Y L E  
**F R I S C O**

MEDIA KIT  
**Q1 2019**



## WHY Lifestyle Frisco is Different

Lifestyle Frisco is the **ONLINE-ONLY, MOBILE-FRIENDLY** source of sharable digital content that covers life, business, entertainment, fashion, arts, dining, nightlife, sports, travel, and real estate in Frisco, Texas.

### Here's who we ARE...

With **over 1,800 pieces of written, audio, and video content** on a cutting-edge web and mobile publishing platform, we believe in serving our community by telling stories that connect the "facts of" Frisco to the "feelings for" Frisco.

We believe in the power of digital. We know that digital is the great equalizer where everyone can have a voice and the answers you seek are always at your fingertips.

We love the infinite time and space that digital allows for information, inspiration, and interaction.

**But, most of all, we love Frisco, Texas.**

### ... and, who we are NOT.

- **We are not a "MAGAZINE."** We don't contribute to your *Recycle Bin*. We are a digital-only, multi-media, technology platform sharing stories through writing, audio, and video.
- **We are not slow.** Being digital-only means that we can respond quickly to information and events in the community and from our clients.
- **We are not defined by TIME.** Once it's online, it's online forever.
- **Nor SPACE.** We have no restrictions on the length or size of the content we produce.
- **We are not false.** Our integrity, ingenuity, and trust we've built since launching in 2013 protects our people and our clients.
- **We are not news.** Lifestyle Frisco is lifestyle content. We bring you the information that tells the story of life in Frisco, but our business is not about chasing breaking news, hard journalism, or critiques.
- **We do not bash.** We're not afraid to speak up, but if we don't have something nice to say, we won't say anything at all.
- **We are not quitters.** We promise to be here. Discovering and disclosing the growth, prosperity, humanity, joys, and sorrows of everyday life in Frisco for years to come.

## FAST STATS ON FRISCO

- **Frisco Population:** 183,172 – January 1, 2019
  - One of the fastest growing communities in the country every year since 2000
- **Annual Population Growth Rate:** 6.1%
- **Workforce Estimate:** 95,016
- **Residents with Bachelor's Degree or Greater:** 61.6%
- **Median Family Income:** \$141,218
  - Moderate costs of living
- **Median Listing Price of Single Family Home:** \$495,000
- **Assessed Property Value F/Y 2015:** \$18 Billion
- **A Top 10-Rated school district:** 3 high schools in the Top 100 nationally
- **Easy access to Dallas:** less than 25 miles away
- **THRIVING business community**

*Frisco is a great place to live without breaking the bank. While Frisco has a rich history, much of the community is less than 10 years old, so Frisco provides an eclectic mix of good ole' Texas charm and modern amenities.*

## Our Lifestyle Frisco AUDIENCE

- **INSTAGRAM:** 6200+
- **TWITTER:** 4400+
- **FACEBOOK:** 19,800+
- **75,000 to 85,000** unique visitors per month
- **120,000+** page views per month

### LOCATION

- \* 70% live in Frisco
- \* 15% in city that borders Frisco
- \* 15% across U.S./world

### GENDER

- \* 55% Female
- \* 45% Male

### AGE

- \* 25 – 35 yrs. 20%
- \* 35 – 44 yrs. 33%
- \* 45 – 54 yrs. 24%

### DEVICES

- \* 62% visits us on mobile devices

## TESTIMONIALS:

*“Lifestyle Frisco has helped grow our business in the best possible way. As we prepared to open our doors, we thought long and hard about how we would get the word out about our little place. We were approached by advertisers and magazines to take out ad space almost immediately. However, our vision for eight|11 was different. We truly believed in an **organic, grass-roots, word of mouth approach** and wanted to stay true to that vision. The moment we were approached by Lifestyle Frisco, we knew we **had made the right decision**.*

*With thousands of local followers, this would be the catalyst we were looking for to help take our business to the next level. Sure enough, within days of their review, our business realized the impact. **In one week, we served as many customers as we did the month prior- and it has not slowed down since!** We are truly grateful for the opportunity Lifestyle Frisco gave us by allowing eight|11 to reach their followers! Even months later, people are still buzzing about the review and we could not be happier!”*

*~ Lance & Ursula, Former Owners of Eight 11 Place*

*“Lifestyle Frisco has helped Jungle Joe’s, a cafe where kids can play, immensely with our online presence on all forms of media. We’ve **increased our followers on Instagram**, Twitter and **likes on Facebook** greatly since we’ve signed up with them a few months ago. For years Wendi and Scott built their social media presence to **help business owners** like us. And, they are such nice, amazing people who do what they say, then they say it. I highly recommend Lifestyle Frisco.”*

*~ Angela Holt, owner of Jungle Joe’s*

*Good morning Lifestyle Frisco! I wanted to send a quick note to say: Nicole - Wow! **Your article was absolutely incredible** and I am blown away by your talent. Thank you for **expertly capturing our story** and articulating our strategy perfectly. Truly A+! Have a great weekend!*

*~ Jason Young, owner of Verona Villa*

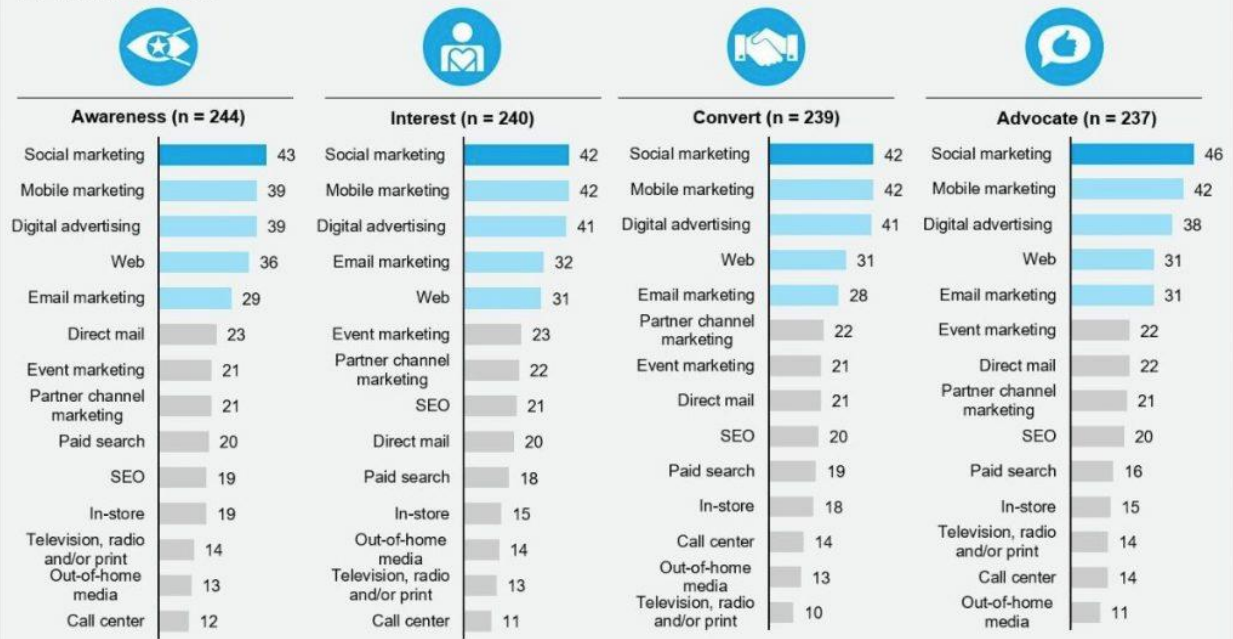
*I cannot express how valuable our association with Lifestyle Frisco has been to our young business! The **very first week that our page went live, we received enough revenue to literally pay for the whole year** of advertising with Lifestyle Frisco. As if the advertising wasn't already reasonably priced, we were excited that it had already paid for itself in so little time. With a start like that, we **can't wait to see what's in store for the rest of 2018!** Thank you Wendi and Scott, for helping Sometimes Spouse Frisco take it to the next level!!*

*~ Melisa and Steve Roberts, owners of SometimesSpouse*

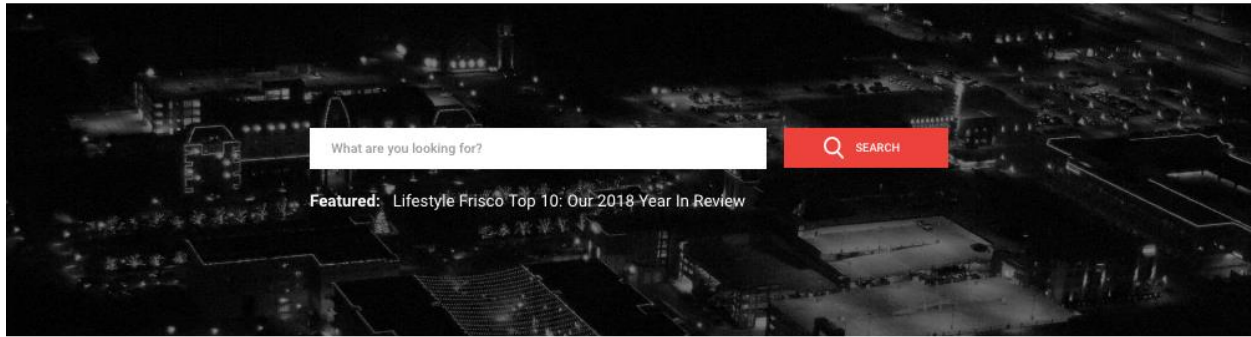
What's your marketing goal?	Sponsored Section	Business Page	Featured Article	Sponsored Content	Podcast Sponsorship
Discovery	✓	✓	✓	✓	✓
Awareness	✓	✓	✓	✓	✓
Sales or Lead Generation	✓	✓	✓	✓	
Traffic (web or foot)		✓	✓	✓	
Authority	✓	✓		✓	
Connecting w/a specific audience	✓		✓	✓	✓
Event Promotion	✓		✓	✓	✓

### Most Effective Channels Across the Buying Journey

Top 5 Rank % Shown



Base: Total answering, excluding "none," varies by segment  
 Q. For each phase of the buying journey, what are the top most effective channels used? Summary table of Rank 1-5.  
 ID: 347348



January 16, 2019



LIFESTYLE PROFILES #52  
Mike Simpson

LIFESTYLE PROFILES

### Mike Simpson – From Small Town Boy to Mayor to CEO

Interview #52 A West Virginia-native who's lived all over the U.S., former Mayor Mike Simpson is now the CEO of the Boys & Girls Clubs of Collin County...

By Wendi McGowan-Ellis

### LATEST NEWS

January 14, 2019



KIDS & FAMILY

#### Navigating Teen Dating Relationships and Human Trafficking Risks

In 1996, the talk around my 9th grade homeroom was how everyone watched No One Would Tell the night before, and how now we all became...

By Morgan Kosinski

January 14, 2019



EVENTS

#### This Week in Frisco – Week of Monday, January 14, 2019

After you've done all of the things you HAVE to do this week, why not do something you CAN do to support our community? Such as...

By Nicole Barron

January 15, 2019



SPORTS

January 11, 2019





# WRITTEN CONTENT

## Featured Article

**\$500 per article**

### What It Is:

- If we haven't written you up, the FIRST one is on us!
- A follow up with more in-depth information
- Several social media promotions
- Perfect for events or deadline-driven activities

### What You Get:

- One of our writers will work with you to come up with the right tone and strategy for the article
- In-person interview
- Article writing and editing
- Social media promotion of article at least 4 times across all our channels
  - Facebook
  - Twitter
  - Instagram
- A specific call-to-action button/link in article
- Analytics reporting on your article's performance

Example Article: <http://lifestylefrisco.com/where-texas-roots-and-frisco-pride-collide-tumbleweed-textyles>

## Business Page

**\$125 per month / 12 mo.s**

### What It Is:

- Full-page online ad
- Creates high visibility for your business on LifestyleFrisco.com
- Heavily optimized for search activities and link back to your website
- Tap into OUR high SEO and social media rankings
- Business pages include important business information, a featured image, detailed description, interactive box that you can update with specials or other deals, Yelp ratings, interactive map, and links to any posts you've been tagged in on Lifestyle Frisco.

### What You Get:

- A Featured Article on your business (if we've done one we'll do a 2nd)
- Audio interview on "The Frisco Podcast"
- Inclusion in the Business Directory at the top level
- Social media promotion (we add you to special lists that we monitor closely so we can re-share your best stuff)
- Ability to offer and update deals, specials, directly from your business page (and change it up to once per month).
- We'll add your events to our Calendar
- On-Page Call to action (like subscribing to your newsletter, buy now, etc.)
- We'll include your Deals/Discounts in our newsletter 2x per week
- 1<sup>st</sup> opportunity to get in on special promotional opportunities as they arise

Example Business Listing Page: <http://lifestylefrisco.com/businesses/eight-11-place/>

### **FEATURED ARTICLE (included with Business Page)**

1. An in-depth article on what you do, how long you've been in business, your target customers, etc.
2. Several social media promotions of your article
3. Perfect for an introduction to a new business, or deadline-driven events and activities
4. Your Featured Article includes:
  - i. A Lifestyle Frisco writer working with you to create the right tone and strategy for the article
  - ii. An interview
  - iii. Article writing and editing
  - iv. A specific Call-To-Action link in the article (ex: "subscribe to our newsletter," "upcoming specials," etc.)
  - v. Social media promotion across the following channels:
    - a. Facebook
    - b. Twitter
    - c. Instagram

### **PODCAST INTERVIEW (included with Business Page)**

1. An audio interview with you or someone you designate.
2. Several social media promotions of your interview
3. Audio interview is edited by our team
4. Your audio interview also includes:
  - vi. Show notes and links to your site, and other relevant sites mentioned in the interview
  - vii. Full transcript
  - viii. Customized artwork to go along with the interview and used to promote it
  - ix. Social media promotion across the following channels:
    - a. Facebook
    - b. Twitter
    - c. Instagram



## Sponsored Content Series

**\$ 100 per month / 12 mo.s**

### What It Is:

- MUCH more than just adding “Sponsored by...” at the top of the article
- Your story and information that is:
  - Informative
  - Educational
  - Entertaining
  - Authoritative
- A series of three (3) stories about the topics that affect your business
- Targets all our audience interested in that specific topic
- Heavily optimized for search activities and link back to your website
- Tap into OUR high SEO and social media rankings

### What You Get:

- Planning session with our Content Strategy team for best possible content for your campaign
- 3 in-depth articles included / additional articles available at reduced pricing
- Content written for you (We may interview you, or ask for input, but we’ll do the heavy lifting!)
- Links to your website and social accounts
- Analytics reporting on your campaign’s performance
- All your content is shared to our audience
- Exposure to a highly-targeted audience interested in what you do
- We help you become the authority on your topic in Frisco!

Example Sponsored Content Series

<http://lifestylefrisco.com/businesses/decluttered-spaces/>

## Business Directory

**\$ 50 per month / no contract**

### What It Is:

- Your business listed under your appropriate product/service category:
  - Arts, Culture, Entertainment
  - Automotive
  - Business Services
  - Computers & IT
  - Family
  - Finance
  - Health Care
  - Home & Garden
  - Personal Services
  - Pets & Veterinary
  - Restaurants
  - Sports
  - Shopping & Retail
  - Travel & Tourism

### What You Get:

- Your company listed with:
  - Name – linked to any stories Lifestyle Frisco has written on you
  - Address
  - Phone
  - Your website URL

## EMAIL PROMOTIONS

**“Deals & Discounts” listing**

**\$ 150 per month / no contract**

### **What It Is:**

- A link to your Business URL that’s dedicated to your Deal/ Discount
- Brief description of your Deal/ Discount
- Targets all our audience interested in that specific topic
- Heavily optimized for search activities and link directly to your website
- Tap into OUR high SEO and social media rankings

### **What You Get:**

- Inclusion in our **2 weekly emails:**
  - This Week In Frisco (on Mondays)
  - 5 for Friday (on Fridays)
- Social promotion of the Monday email on our channels
- Inclusion of your deals on our “Deals & Discounts Page” coming in Q1 2019.

Example “This Week In Frisco” email:

<https://lifestylefrisco.com/this-week-in-frisco-week-of-monday-january-21-2019/>

## VIDEO CONTENT

### Still Life Video

**\$50 per month / 12 mo.s**

#### What It Is:

- Your very own 1-minute video COMMERCIAL
- Still imagery featuring you, your business environment, individual product images
- Descriptive text overlays
- Background music
- Links to your e-commerce pages so that the audience can BUY directly from the video
- Your story that is:
  - Informative
  - Educational
  - Entertaining
  - Authoritative
- Targets all our audience interested in that specific topic
- Heavily optimized for search activities and link directly to your website
- Tap into OUR high SEO and social media rankings

#### What You Get:

- Embedded media with links to your website or e-commerce pages so that the audience can BUY
- 1080p or 4k video
- Full rights to use the video however you wish
- 1 round of revisions so you have input on the production
- Social promotion of the video on our channels
- Embedding the video on LifestyleFrisco.com
- Inclusion of the video in our Frisco Businesses YouTube Playlist

Example Still Life Video: <http://lifestylefrisco.com/a-cafe-for-you-where-your-kids-can-play-jungle-joes/>

### **“LIFESTYLE PROFILES” individual video FEATURE**

**\$ 1200 for single video (\$100 per mo.)**

#### What It Is:

- “Discovering and disclosing the people who create the fabric of Frisco.”*
- Weekly “Oprah-style” video interview series
  - Each episode 3 – 5 minutes in length
  - Produced by GoLocal Group

#### What You Get:

- Interviewing YOU as the subject of a LIFESTYLE PROFILE video feature
- Social media promotion of your video on all our channels
- You may purchase sponsorship spot you’re your video at half-off the normal rate of \$1000 per episode.

Example: <https://lifestylefrisco.com/mike-simpson/>

## “LIFESTYLE PROFILES” video series SPONSORSHIP

**\$ 1000 per episode / 13 min.**

### What It Is:

- *“Discovering and disclosing the people who create the fabric of Frisco.”*
- Weekly “Oprah-style” video interview series
- Each episode 3 – 5 minutes in length
- Produced by GoLocal Group
- 2 sponsorship spots available

### What You Get:

- Your company’s logo on all pages within this section – [lifestylefrisco.com/lifestyle-profiles/](https://lifestylefrisco.com/lifestyle-profiles/) – during your sponsorship period
- Social promotion of all videos each week on our channels with a “Sponsored by...” call out
- End-credit with logo inside each video produced.

Example: <https://lifestylefrisco.com/lifestyle-profiles/>

## “Lifestyle LIVE” - Facebook LIVE video show

**\$1200 for single video**

### What It Is:

- Facebook LIVE streaming – a live video produced at your location featuring one of your employees
- Links to your Facebook page
- Your story that is:
  - Informative
  - Educational
  - Entertaining
  - Authoritative
- Targets all our audience interested in that specific topic
- ***In partnership with National Breast Cancer Foundation, a percentage of the proceeds from this video will allow 2 women in need to get a mammogram***

### What You Get:

- Shooting Donny Churchman as expert on The Rail District / hosted by one of our video hosts
- We will let your and our users know in advance that we’re planning to broadcast from a Neck Development location
- We will ask for feedback, respond to questions, and make the experience as participatory as possible
- Full rights to use the video however you wish – you will receive a downloadable version
- Social promotion of the video on our channels
- Embedding the video on [LifestyleFrisco.com](https://lifestylefrisco.com)
- Inclusion of the video in our “HELLO, Frisco!” YouTube Playlist

Example Facebook LIVE Video:

<https://www.facebook.com/LifestyleFrisco/videos/1716251415158328/>

## **“LIFESTYLE LIVING” video series**

**\$5000 per episode**

### **What It Is:**

Lifestyle Frisco is pleased to announce a February launch of "LIFESTYLE LIVING" in partnership with the Cheney Group, a new monthly video "show" which will feature, highlight, star, and promote the Builders and Developers who are molding and shaping the landscape of Frisco.

### **What You Get:**

#### **1. Pre-production:**

We will want a short description of the characteristics/amenities that are to be highlighted in advance of the shooting date. If you have a marketing video you display in your model home, it would be very helpful to have that file.

Plus, any pictures/media that would help establish important elements of the property for us to plan.

We will create a shot-list and have a general plan for the shoot date based on the provided information.

#### **2. Production / Shooting Day: (approximately 4 hours)**

Our videographer, Mike Raye, and host, Allyson Mendel of the Cheney Group, will arrive at property and meet your featured "guest" to be interviewed. Please allow a maximum of one hour to set-up and plan order of shoot. Find the optimal place to record the sit-down interview, set up lighting, etc. We'll get a few external establishing shots of neighborhood and the model home before we begin shooting inside.

Next, a walkthrough with the selected guest and Allyson Mendel presenting the home is the first thing that will be shot. The guest will give a quick tour, showing off the house. They don't need to narrate on camera, just show us what they're going to talk about. Much of this footage will be used to layer over the sit-down interview afterward.

Next, we'll shoot the interview of Allyson interviewing your guest. This portion goes slightly more in depth than the walkthrough tour, but we can use footage from the walkthrough to show what is being explained in the interview. We can also go back and get more shots after the interview if new features are mentioned that weren't touched on during the walkthrough.

We should be ready to break down after any last shots are taken. Please allot a final 30 minutes to get packed up and ready to leave.

#### **3. Post production:**

We are estimating two to three weeks after Shoot Date to get a rough 7-9 minute final cut together. We will maintain editorial control with consideration of highlighting your company in the best possible light.

#### **4. Asset Ownership:**

While the video will be featured in the Lifestyle Frisco “VIDEOS” section, and shared on all our social media channels, we will also give the MP4 file to you for your unlimited usage on your website, social media, in newsletters, etc.

## “Frisco Medicine – Unmasked” video series / 1 episode

**\$ 2500 for single video (\$125 per mo.)**

### What It Is:

*“Behind the mask of doctors and medical practitioners in Frisco.”*

- Monthly on-site / in your office video interview series
- Each episode 3 – 5 minutes in length

### What You Get:

- Interviewing you, the doctor, as the subject of video feature
- Highlighting your practice, your offices, your services and how you are unique
- Social media promotion of your video on all our channels
- Inclusion in the “MEDICAL” section of our site

## Full Production Video

## 1-2-3 Minutes: Pricing Below

### What It Is:

- Your very own 1, 2, or 3 minute video COMMERCIAL or series of videos
- Your story that is:
  - Informative
  - Educational
  - Entertaining
  - Authoritative
- Targets all our audience interested in that specific topic
- Heavily optimized for search activities and link back to your website
- Tap into OUR high SEO and social media rankings

### What You Get:

- 30-minute planning session with our Video Production team for best possible “on brand” content for your campaign
- IN STUDIO or ON LOCATION video shoot - 4 hours - \$800
  - **1 minute final cut video - \$1800**
  - **2 minute final cut video - \$2500**
  - **3 minute final cut video - \$3200**
- Custom pricing available for longer, or multiple, videos
- Links to your website and social accounts
- Analytics reporting on your campaign’s performance
- All your content is shared to our audience
- Exposure to a highly-targeted audience interested in what you do
- Re-purpose your video on your own website and social media channels

## **AUDIO CONTENT**

### **"The Frisco Podcast" Sponsorship**

**\$2000 per month / 3 mo.s min**

#### **What It Is:**

- 13 episodes each 3-month period
- Produced weekly in Real News PR Studios
- Variety of topics specific to Frisco including:
  - Business
  - Local Government
  - Local Personalities
  - Sports
  - Non-Profits
  - Events
  - and more!
- Distributed on all Lifestyle Frisco social media channels
- 2 sponsor spots available

#### **What You Get:**

- EXCLUSIVE SPONSORSHIP OF THE SHOW
- Mention at the start of the show and end of show including link to your website.
- Your business logo with link on the podcast page for the episodes you sponsor.
- Your business logo with link and blurb on the main podcast page for the duration of the episodes you sponsor.
- We'll mention any special deals, links, or a call to action you want included in each mention.

Example Podcast: <http://lifestylefrisco.com/podcast/ashley-miller/>



## SOCIAL MEDIA STRATEGIES

### LIFESTYLE FRISCO “Influencer” Program

**\$100 per month / 12 mo.s**

#### What It Is:

- Today’s consumers aren’t buying marketing messages – They’re buying recommendations from other consumers, and online trust is translating into dollars.
- We will learn your audience, set clear goals, and work with you to measure success
- **\$1200 is for a 2-month campaign**
- Targets all our audience interested in that specific topic
- Capitalizes on outside people and their networks to “spread the word”

#### What You Get:

- Working with the Client, we will develop a plan to answer Awareness, Consideration, Preference, and Decision/Purchase questions like:
  - What motivates our consumer at each stage?
  - What key message do we want to communicate at each stage?
  - What content will our consumer respond to at each stage?
- Determine campaign goals, the target consumer, and the consumer’s needs/wants.
- Assignment of appropriate Influencer from Lifestyle Frisco
  - Overview of personality
  - Their audience engagement
  - Platforms delivering (i.e. Facebook and/or Instagram)
- Determine program specifics:
  - # of posts on what social media channels during 2-month period
  - Optional “Like-To-Win” contest or promotion code for audience engagement
- Determine cadence of promotions during 3-week campaign
  - Driving towards an event?
  - Driving towards a product launch?
- Re-sharing social promotion of the content on Lifestyle Frisco social channels

### Event Promotion Program

**\$100 per month / 3 mo.s**

#### What It Is:

- **A 3-month campaign** to promote your event, sell tickets, and drive awareness for a specific date
- Targets all our audience interested in that specific topic and event

#### What You Get:

- Determine channel specifics:
  - Facebook
  - Twitter
  - Instagram
  - LinkedIn
- Determine the # of posts on those social media channels during the 3-month period
- **Optional contest or ticket giveaway promotion**
- E-newsletter promotion included
- Assistance with creative design

## WEBSITE SECTION SPONSOR

### What It Is:

- Your business sponsors an entire SECTION of LifestyleFrisco.com
- Targets all our audience interested in that specific topic
- Call out in right sidebar on every page in your section
- Heavily optimized for search activities and link back to your website
- Tap into OUR high SEO and social media rankings
- Rates are based on section popularity for the preceding quarter
- Rates may be locked in for longer contracts
- FULL SITE TAKEOVER (all sections except real-estate) available

### What You Get:

- Your business mentioned across all articles in section
- Mention on top landing pages across the topic
- Analytics reporting on your campaign's performance
- Exposure to a wide, but highly targeted, audience interested in what you do
- You become the authority on your topic for Frisco!

<b>Section</b>	<b>Price Per Month (3 mo. min.)</b>
<b>Feature Articles</b>	<b>\$3500</b>
<b>Entertainment</b>	<b>\$3500</b>
<b>Restaurants</b>	<b>\$3500</b>
<b>Events</b>	<b>\$3000</b>
<b>Kids &amp; Family</b>	<b>\$3000</b>
<b>Shopping &amp; Services</b>	<b>\$2500</b>
<b>Community Spotlight</b>	<b>\$2000</b>
<b>Health &amp; Fitness</b>	<b>\$2500</b>

<b>Business Spotlight</b>	<b>\$2000</b>
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