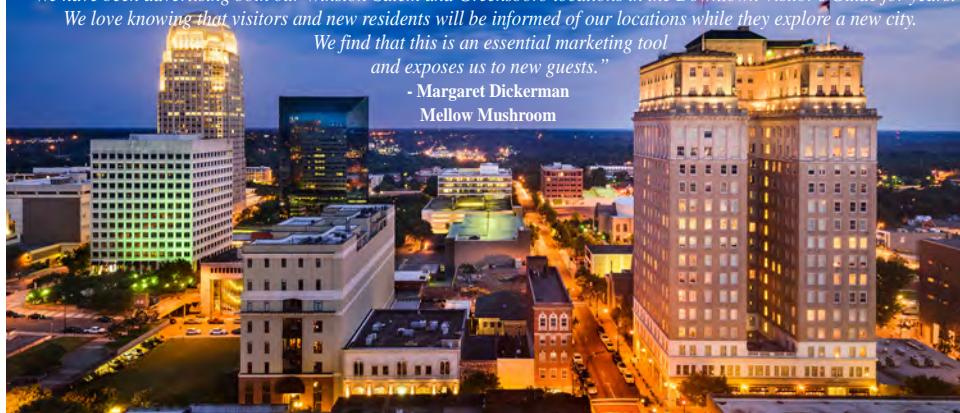


"We have been advertising both our Winston-Salem and Greensboro locations in the Downtown Visitor's Guide for years.

We love knowing that visitors and new residents will be informed of our locations while they explore a new city.

We find that this is an essential marketing tool
and exposes us to new guests."

- Margaret Dickerman
Mellow Mushroom



Hyper-Local Advertising. The term is new but the concept has been around awhile. Economically and effectively reach people who are in close proximity to your door. Why pay to reach people who are unlikely to ever patronize your business?

80%

Studies have shown that 80% of a retail stores' and restaurants' customers live within 5 miles of their businesses.

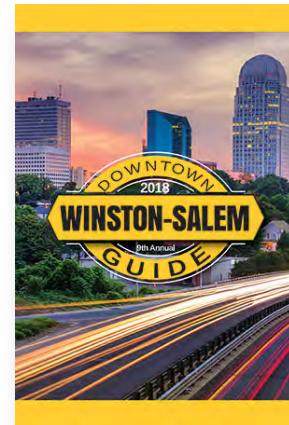
Anyone who has run a retail, restaurant or service business in a downtown is aware of the challenges that presents. It's amazing how many people who either work in, live in, or frequently visit downtown are unaware of what all is there. The Downtown Guide is an economical way for businesses to get their names in front of people who interact with downtown. **Sometimes that means reaching someone who works or lives just a couple of blocks away.**

Other than your business card, the Downtown Guide is a downtown business's most basic form of advertising. Our publication is the the most comprehensive guide to Downtown's diverse offerings, including shopping, art, dining, living and more. It is a targeted and economical, designed for businesses wishing to get their message in front of folks already engaged with downtown.

It didn't take long for us to discover that our Downtown Guide is used as much by locals as by visitors, but even those who are downtown regulars generally are not knowledgeable about the full scope of what downtown has to offer. Our Guides help alert them to all of downtown.

Our strategy is simple and effective - *incrementally distribute* 15,000 Guide books in strategic locations throughout the Downtown area over the course of the year.

We carefully monitor our distribution points to insure that the Guides are being picked up. This requires monthly visits to those points to distribute the Guides.



Our Difference

Most downtowns have organizations that produce some form of guide, but they are usually just a listing of business names and addresses, without any real detail.

Like their guides, ours are comprehensive, but ours offer downtown businesses the choice of telling their story in the form of an ad. Additionally, our booklet format is more attractive and easier to use.



Downtowns are *The Original Local* destination for American consumers, so it seems only proper that their come-backs are being driven by locally owned businesses and patrons who believe in thriving downtowns. That's why we created The Original Local concept, of which our Downtown Guides are a part. It is our belief that downtowners prefer to support fellow downtowners when they can.



AD RATES

Eighth Page - \$199
Quarter Page - \$350
Half Page - \$650
Full Page - \$1200
Covers - Add \$200

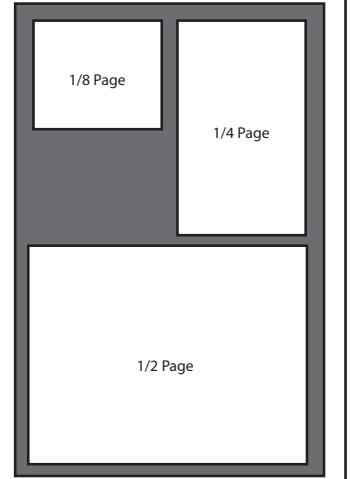
AD SIZES

Eighth Page - 2.485" w x 1.85" h
Quarter Page - 2.485" w x 3.85" h
Half Page (Horizontal) - 5" w x 3.85" H
Half Page (Vertical) 2.485" w x 8" h
Full Page (Non-Bleed) 5" w x 8" h
Full Page w/Bleed 5.75" w x 8.75" h

Mechanical Requirements

Our Guide is a color Publication. Black and white ads are permissible but do not provide any cost savings.

Preferred file formats are jpeg and pdf, 300 dpi. CYMK. Send digital files to amcdavid@triad.rr.com



About AKA Entertainment & Media

After a 22-year career in the advertising agency business, Allen McDavid launched AKA Entertainment & Media, LLC. in order to satisfy a desire to produce festivals. He also wanted to be a bigger help to his wife Sarah in operating their store in downtown Greensboro. McDavid added the production of an annual Downtown Greensboro Guide to AKA's business mix. A Downtown Winston-Salem Guide was started a few years later (2008). Both are now an integral part of AKA's business. AKA also produces the Twin City RibFest in Winston-Salem, now in its 14th year.



AKA Entertainment & Media, LLC