

Fayetteville

Downtown Guide 2019

AKA Entertainment & Media, LLC

518-A S. Elm Street

Greensboro, NC 27406

aka-entertainment.com

Since 2004, we have been publishing downtown guide books, Downtown Greensboro being the first. In 2008 we added Downtown Winston-Salem. In 2019 we are adding Downtown Fayetteville to our family. Originally we called our books "Visitors" guides but it soon became clear that they were very popular with downtown workers and other locals who relied on them for regular reference, so we dropped the word "Visitors" from the title.

Hyper-Local Advertising

The term is relatively new but the concept is not. How can you economically and effectively reach people who are most likely to become your customer, without having to pay to reach everyone else?

The Downtown Guide is a prime example of Hyper-Local Advertising. It is an effective way for downtown businesses to get their names in front of people who need to know.

Sometimes that means reaching new customers who work or live just a couple of blocks away.

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 (we list everyone), but ours offer downtown businesses the option of using an ad to differentiate themselves. And, quite frankly, our booklet format is more attractive and easier to use.



AD RATES

Eighth Page - \$199
Quarter Page - \$375
Half Page - \$700
Full Page - \$1200
Covers - Add \$200

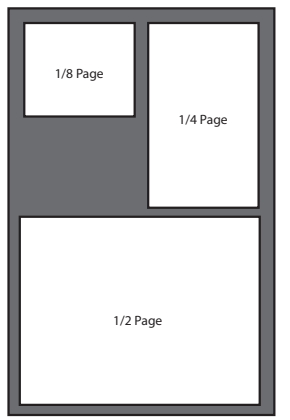
AD SIZES

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 **Port City RibFest, now in its 6th year.**

