

# WHY ADVERTISE WITH US?

We specialize in helping businesses thrive by connecting them with a dynamic audience of locals and visitors. Here's why advertising with us delivers results:

## Data-Driven Advertising Insights

Gain a competitive edge with detailed analytics for your ad campaigns.

**Ad Visibility:** Know exactly how many people see your ad.

**Audience Location:** Understand where visitors are accessing our site.

**Engagement Metrics:** Track how long users stay on your ad's page.

These insights empower you to measure ROI and refine your marketing strategies for maximum effectiveness.

## App Presence and High Google Rankings

Our platform isn't just a website—we also have an easy-to-use app, making it even more convenient for users to access your business. Additionally, we consistently rank at the top of Google search results, ensuring your ads are seen by highly engaged audiences actively searching for what you offer.

## Comprehensive Reach

We connect your business with both adults across nearby towns and tourists to our area. Your ads will reach a diverse audience ready to engage with your services.

## SEO-Optimized Platform

Our website is built with search engine optimization (SEO) at its core, making it easier for your business to stand out online. Boost your visibility and drive organic traffic to your offerings.

## Multi-Channel Promotion

Your ads benefit from a well-rounded promotional strategy, including:

**Targeted Social Media Campaigns:** Amplify your reach across popular platforms.

**Print Advertising:** Bridge offline and online audiences effectively.

**App Integration:** Extend your reach to mobile users through our app.

## Flexible and Affordable Options

Whether you're a small service provider or a large enterprise, we offer a range of promotional packages tailored to your needs and budget. From event promotions to directory listings and full-scale advertisements, we're here to help your business succeed.



YOUR SOURCE FOR WHAT'S HAPPENING  
RINCÓN - AGUADA - AÑASCO

# POTENTIAL REACH

## Demographics and Tourism

### Local Demographics

- **Rincón:** 10,500 adults.
- **Aguada:** 31,500 adults
- **Añasco:** 20,250 adults
- **Mayagüez:** 67,500 adults
- **Moca:** 30,750 adults
- **Las Marías:** 6,750 adults
- **Aguadilla:** 41,250 adults
  
- 18-24 years: 12%
- 25-34 years: 15%
- 35-44 years: 18%
- 45-54 years: 20%
- 55-64 years: 20%
- 65-74 years: 12%
- 75+ years: 3%

**Total = 208,500 adults**

**90% with internet access**

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### Tourism Reach Estimate for the Area

- **Rincón:** 500,000 to 700,000 visitors annually.
- **Aguadilla:** 600,000 to 800,000 visitors annually via Rafael Hernández Airport.
- **Aguada and Añasco:** 100,000 to 200,000 visitors combined annually.

**Total Estimate: More than 1.2 million tourists visit the area each year**

\*All demographics and tourist estimates based on latest Census and tourism office data



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# PROMOTIONAL OPPORTUNITIES

We offer a wide range of opportunities to promote your business, whether it's a small service or a large enterprise. Our offerings include business and service directory listings, event promotions, free calendar listings, and full-scale advertisements. With options to fit any budget, we are here to help you reach your audience effectively.

**\*Business directory listings and promotional events are always free for churches, government organizations, non-profits, volunteer opportunities and public schools**

## Event Promotion

Looking to promote your event or activity? Our event promotions feature prominent placement on our website calendar with graphics and a link to your preferred landing page. Additionally, your event will be highlighted on our social media platforms, making it easy for readers to engage.

**\$10/ 1 EVENT FOR 1 WEEK**  
**\$35/ 4 EVENTS PER MONTH**

[Promote your Event](#)

## Business Directory

Looking to promote your business or service? Our business and service listing directory offers an economical way to get noticed. Perfect for community organizations, businesses of all sizes, and independent service providers, it's an effective solution for reaching your audience..

**\$10/MONTH**  
**\$28/3 MONTHS**  
**\$54/6 MONTHS**  
**\$99/YEAR**

[List your Business](#)

## Free Calendar Listing

Free calendar listings will be displayed on the monthly calendar on our website, providing a simple and effective way to promote recurring events, happy hours, classes, and weekly activities. While they do not include an image or a landing page link, they still offer great visibility.

[Free Calendar Listing](#)



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# AD PRICING

## \*PRE-APP LAUNCH PRICING

- All ads, with the exception of video images, include a link to a landing page.
- 1-month and 3-month contract advertisers will receive one free premium event promotion per month.
- 6-month contract advertisers will receive 9 free premium event promotions during the contract term.
- 1 year contract advertisers will receive 24 free premium event promotions during the contract term.

### All Page Banner

- Appears above header and content on all pages. (Website only)
- Plan includes sharing across our social media platforms
- Plan includes a free listing in our Business and service directory for the duration of the contract.
- Maximum term of contract is 6 months, minimum 3 months.

3 MONTHS/ \$900  
6 MONTHS/ \$1625

### Front Page Pop-Up

- Appears before content upon entering site
- Plan includes sharing across our social media platforms
- Plan includes a free listing in our Business and service directory for the duration of the contract.
- Maximum term of contract is 1 year, minimum 3 months.

3 MONTHS/ \$900  
6 MONTHS/ \$1625  
1 YEAR/ \$3000

Advertise where it counts! Our website ranks highly on Google, attracting both locals and tourists searching for businesses like yours. Your banner ad will appear at the top of every page, including our landing page, ensuring maximum visibility for your brand. While not on the app, this prime spot reaches an engaged audience coming directly from search engines and social media—perfect for boosting brand awareness and driving traffic to your business!



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# AD PRICING

## CURRENT PRICING

### Post

- Appears to the right of content in all news or feature articles (below content in mobile format)
- Plan includes sharing across our social media platforms
- Includes a free listing in our Business and service directory for the duration of the contract.
- Maximum term of contract for this space is one month

1 MONTH/ \$125

### Single Page Banner

- Appears above the content on a single page.
- Plan includes sharing across our social media platforms
- Includes a free listing in our Business and service directory for the duration of the contract.
- Maximum term of contract is 3 months. Artwork may be changed monthly

1 MONTH/ \$125  
3 MONTHS/ \$350

### Single Page Pop-Up

- Appears before proceeding to content on a single page.
- Plan includes sharing across our social media platforms
- Includes a free listing in our Business and service directory for the duration of the contract.
- Maximum term of contract is 3 months. Artwork may be changed monthly

1 MONTH/ \$175  
3 MONTHS/ \$470

### Front Page Small

- Appears to the left within content on the front page (centered within content in mobile format)
- Plan includes sharing across our social media platforms
- Includes a free listing in our Business and service directory for the duration of the contract.
- Maximum term of contract is 3 months. Artwork may be changed monthly

1 MONTH/ \$180  
3 MONTHS/ \$485

### Front Page Large

- Appears within content on the front page
- Plan includes sharing across our social media platforms
- Plan includes a free listing in our Business and service directory for the duration of the contract.
- Maximum term of contract is 3 months. Artwork may be changed monthly
- May be video or graphic format

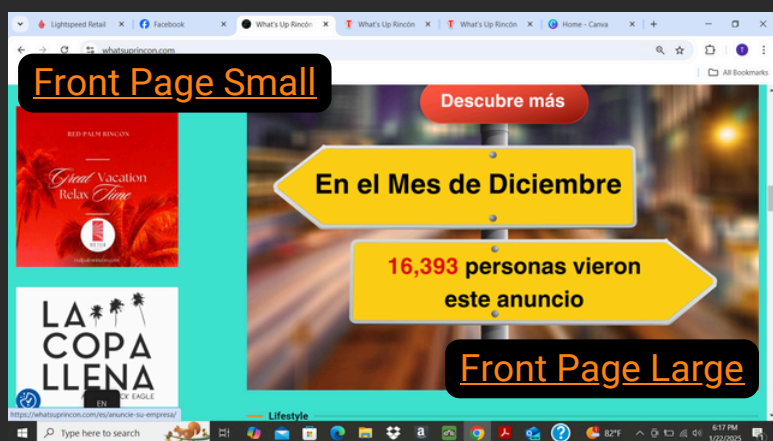
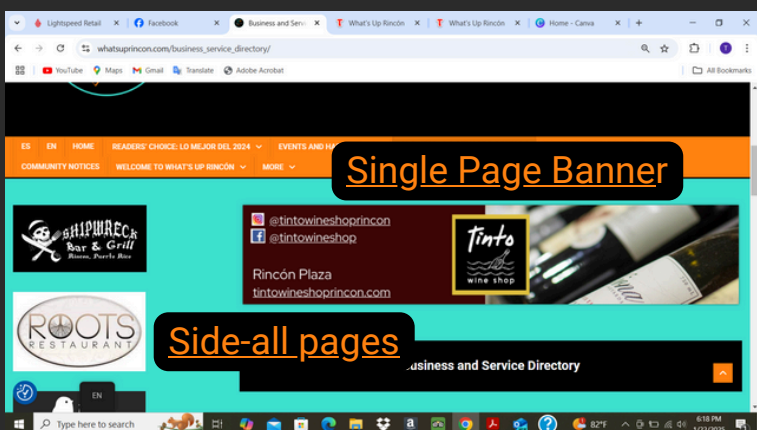
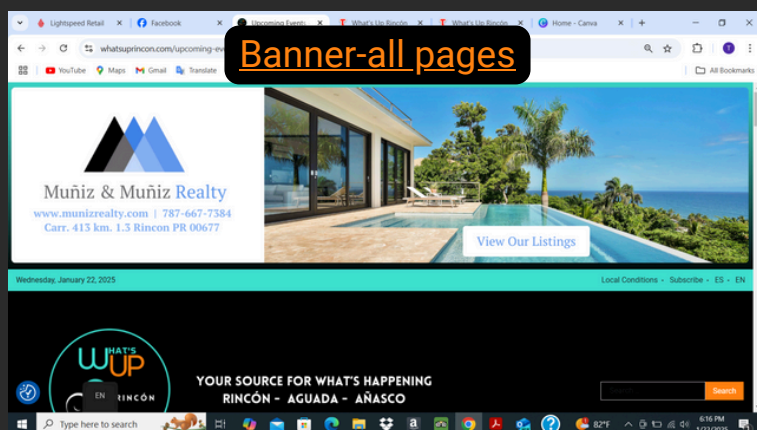
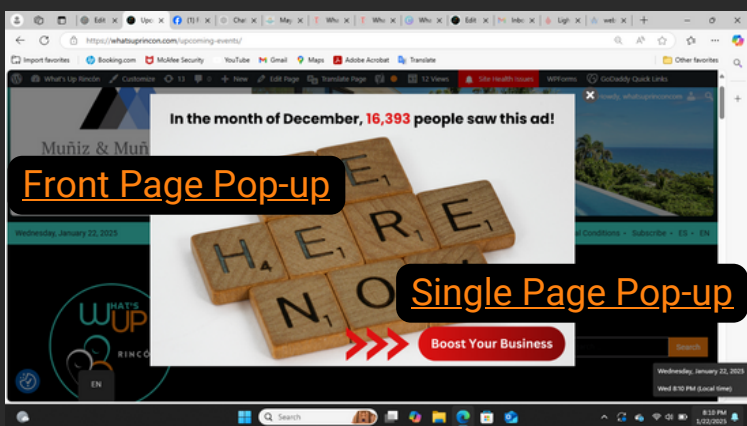
1 MONTH/ \$250  
3 MONTHS/ \$675

### All Page Side

- Appears to the left of content on all pages (right or bottom on front page; after content in mobile format).
- Plan includes sharing across our social media platforms
- Includes a free listing in our Business and service directory for the duration of the contract.
- Artwork may be changed monthly

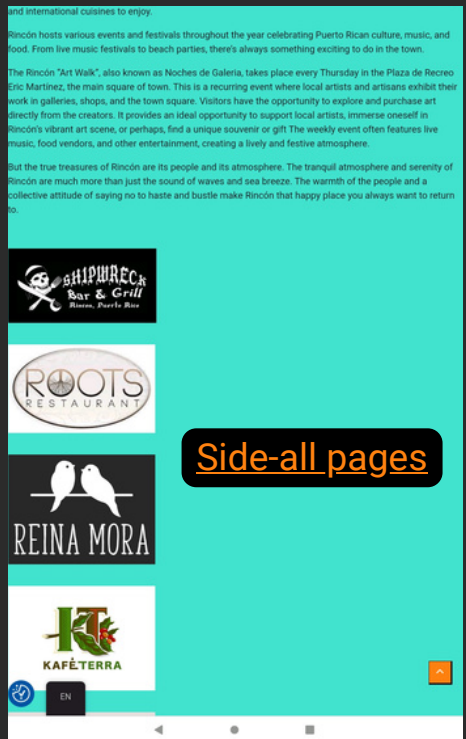
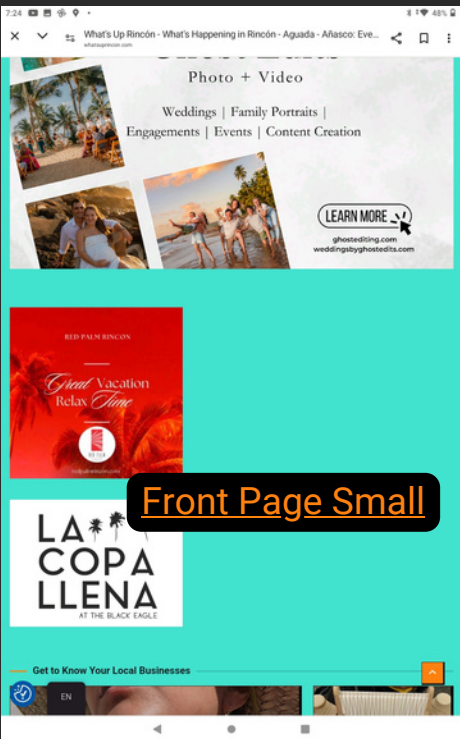
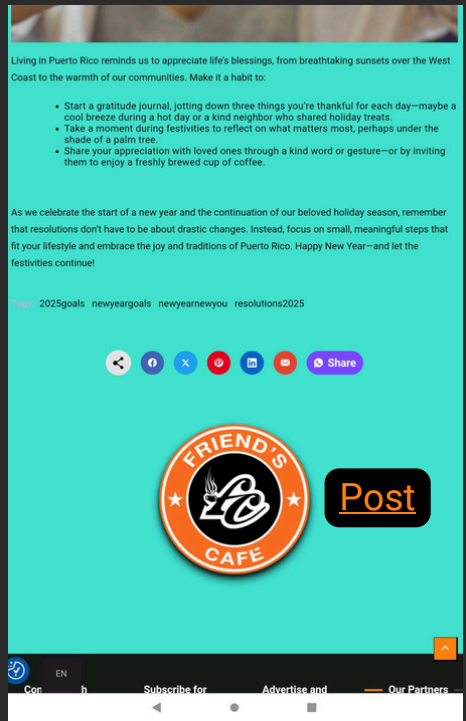
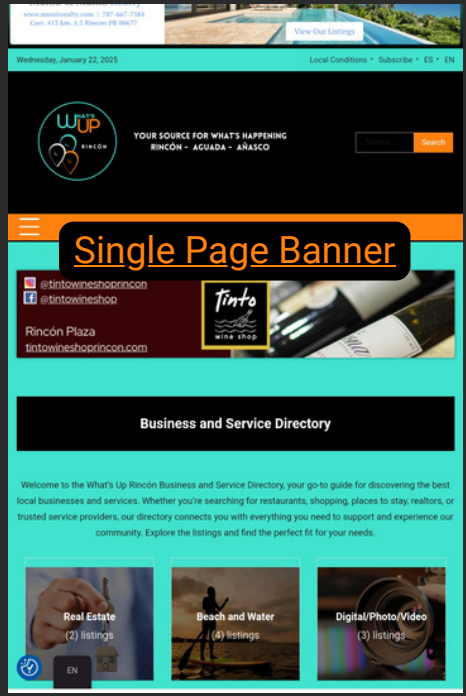
1 MONTH/ \$200  
3 MONTHS/ \$550  
6 MONTHS/ \$995

# COMPUTER/HORIZONTAL TABLET





# VERTICAL TABLET



# CELL PHONE



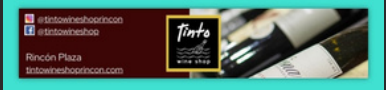
**Banner-all pages**



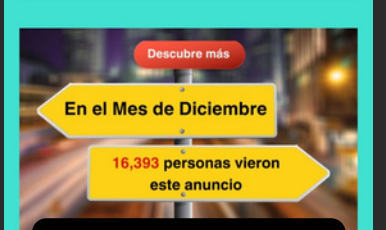
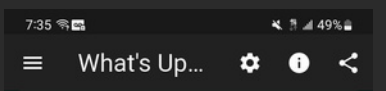
**Single Page Pop-up**



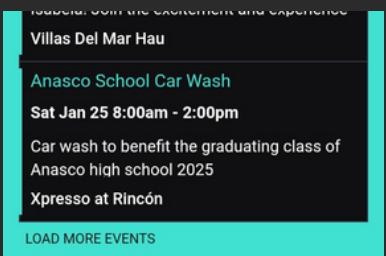
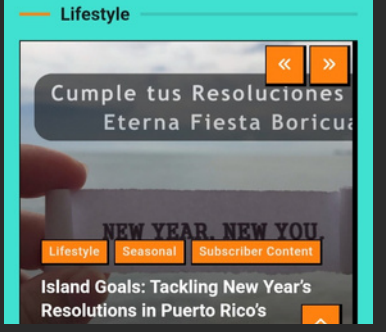
**Single Page Banner**



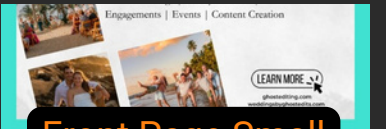
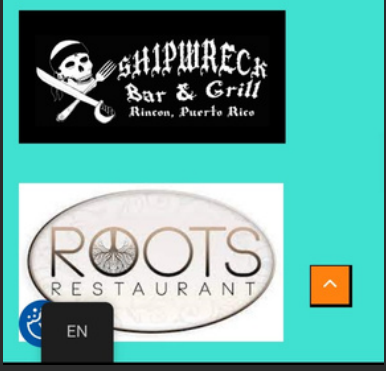
**Business and Service Directory**



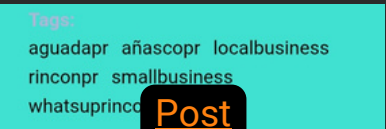
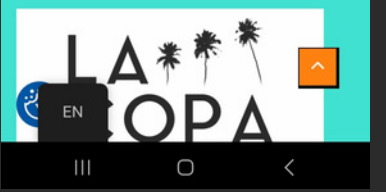
**Front Page Large**



**Side-all pages**



**Front Page Small**



**Post**

