



**ADVERTISING  
OPPORTUNITIES 2021**

# EXPERIENCE DALLAS SOUTH

[WWW.EXPERIENCEDALLASSOUTH.COM](http://WWW.EXPERIENCEDALLASSOUTH.COM)



# A MESSAGE FROM **EXPERIENCE DALLAS SOUTH**

Experience Dallas South is an independent organization that promotes the cities in Dallas South as the ideal destination for visitors while highlighting the unique offering of local businesses to residents.

As the first Digital Guide for the entire Dallas South area, we are committed to driving business growth through marketing opportunities for our clients to place your business in front of residents and visitors.

The cities of South Dallas host several festivals, events, and special activities throughout the year for all to enjoy. Home to a combined 800,000 people and growing, the cities of Cedar Hill, DeSoto, Duncanville, Grand Prairie, Mansfield, Midlothian, Ovilla, Red Oak, Waxahachie and Arlington are filled with a community of families and individuals looking for entertainment and new experiences to enjoy.

Additionally, Dallas welcomes over 27 million people every year who support our attractions and our restaurants during their visit.

Advertising with Experience Dallas South is a solid investment for your business. We are committed to showcasing all your business has to offer a new and wide audience to increase business opportunities.

**Please contact 817-789-7115 or [marketing@experiencedallasouth.com](mailto:marketing@experiencedallasouth.com) with any questions and for next steps on becoming a part of our advertising program.**

**For more information | 469-431-3252 or [marketing@experiencedallasouth.com](mailto:marketing@experiencedallasouth.com)**



# AT-A-GLANCE

## POPULATION



**950,000+**

Total Population in the combined Dallas South Cities

## SOCIAL MEDIA USERS



**800,000+**

Total Facebook users in the combined South Dallas Cities



**700,000+**

Total Instagram users in the combined Dallas South Cities

## DEMOGRAPHIC



### GENDER

Male: 45%  
Women: 55%



### HIGHER EDUCATION

62%



### AGE

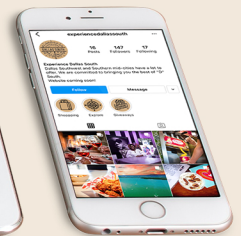
25-34: 28%  
35-44: 21%



### LANGUAGE

English: 86%  
Spanish: 10%

# REACH A NEW AUDIENCE



For more information | 469-431-3252 or [marketing@experiencedallassouth.com](mailto:marketing@experiencedallassouth.com)

# PAID MARKETING



Experience Dallas South is the region's first digital guide to all things local to increase visits to small/medium businesses by local residents and visitors from neighboring cities. Our goal is to show your unique offer to a new audience.

## BUYER JOURNEY



For more information | 469-431-3252 or [marketing@experiencedallasouth.com](mailto:marketing@experiencedallasouth.com)

# PACKAGES AND RATES

## REASONS TO PARTNER WITH US

1. Target your exact customer type when they are searching for what you offer.
2. Allows for a tailored advertising campaign to match your needs.
3. Allows you to reach locals and visitors to the area.
4. There is an advertisement package/offer for every stage of your businesses' growth whether you are a new business or a well established one.

### PARTNERSHIP PACKAGE RATES

#### STRATEGIC

**\$599** PER YEAR  
(15% off first year)

##### Priority listing:

As a member, your business listing on [www.experiencedallasouth.com](http://www.experiencedallasouth.com) will show as one of the first listings in your industry category

Custom Media/Enhanced Website Listing on [Experiencedallasouth.com](http://Experiencedallasouth.com): Ability to add logos, pictures, menus, coupons, and updated copy to your listing on [experiencedallasouth.com](http://experiencedallasouth.com)

Links to your reservation or ticket purchasing site

Links to your social media pages

#### PREMIER

**\$799** PER YEAR  
(15% off first year)

Everything listed in the Strategic Package

Featured Event Listing

Featured Article

Special Offers Listings

1 Facebook and Instagram Feature

# WEBSITE ADVERTS

## Experience Local Leaderboard



**MI CASA**  
Mexican Cuisine

With not only a mission to serve authentic Mexican cuisine, Mi Casa strives to treat their guest as family.

(214) 463-5904

## Experience Leaderboard



**Jordan E's**  
Popcorn & Candy Co.

Yummy gourmet popcorn and candy! They also provide gift arrangements, corporate gifts, fundraiser opportunities, etc.

(214) 463- 5005      www.JordanEPopcorn.com  
315 S. Rogers Street, Waxahachie, Tx 75165



**menchie's**  
frozen yogurt

**Menchie's**  
Frozen Yogurt

PLAN A VISIT!

## Trending Deals



Trending    **Join our Monthly Wine Club!**    (972) 908- 0013

## Experience Local Pop-Up

# WEBSITE ADVERT RATES

| <b>Advert Location</b>             | <b>Monthly Rate</b> | <b>3 Months Rate<br/>(20% discount)</b> | <b>Advert Type</b>                      |
|------------------------------------|---------------------|---|---|
| Home Page                          | \$550               | \$1,320                                 | Experience Local (300 x 250)            |
| Home Page                          | \$750               | \$1,800                                 | Experience Local Leaderboard (970 x 90) |
| Dinning Page (Main Page)           | \$350               | \$840                                   | Experience Local (300 x 250)            |
| Dinning Page (Main Page)           | \$450               | \$1,080                                 | Experience Local Leaderboard (970 x 90) |
| Restaurant Page                    | \$250               | \$600                                   | Experience Local (300 x 250)            |
| Restaurant Page                    | \$350               | \$840                                   | Experience Local Leaderboard (970 x 90) |
| Brewery, Winery, Bars and Pubs     | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Brewery, Winery, Bars and Pubs     | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Coffee Shop & Cafes                | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Coffee Shop & Cafes                | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Frozen Treats, Popcorn and candy   | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Frozen Treats, Popcorn and candy   | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Dessert & Bakeries                 | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Dessert & Bakeries                 | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Things To Do Page (Main Page)      | \$300               | \$720                                   | Experience Local (300 x 250)            |
| Things To Do Page (Main Page)      | \$400               | \$960                                   | Experience Local Leaderboard (970 x 90) |
| Family Friendly Adventures Page    | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Family Friendly Adventures Page    | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Outdoor Adventures, Trails & Parks | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Outdoor Adventures, Trails & Parks | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Attractions                        | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Attractions                        | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Tours and Experiences              | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Tours and Experiences              | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |

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# WEBSITE ADVERT RATES CONT.

| <i>Advert Location</i>               | <i>Monthly Rate</i> | <i>3 Months Rate<br/>(20% discount)</i> | <i>Advert Type</i>                      |
|--------------------------------------|---------------------|---|---|
| Spas & Fitness                       | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Spas & Fitness                       | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Arts & Culture                       | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Arts & Culture                       | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Nightlife (Main Page)                | \$300               | \$720                                   | Experience Local (300 x 250)            |
| Nightlife (Main Page)                | \$400               | \$960                                   | Experience Local Leaderboard (970 x 90) |
| Dance Clubs and Music Venues         | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Dance Clubs and Music Venues         | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Happy Hour                           | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Happy Hour                           | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Live Music and Karaoke               | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Live Music and Karaoke               | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Performing Arts and Comedy Clubs     | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Performing Arts and Comedy Clubs     | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Piano Bars, Jazz & Blues and Lounges | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Piano Bars, Jazz & Blues and Lounges | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Pubs, Dive Bars and Sport Bars       | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Pubs, Dive Bars and Sport Bars       | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Places To Stay (Main Page)           | \$300               | \$720                                   | Experience Local (300 x 250)            |
| Places To Stay (Main Page)           | \$400               | \$960                                   | Experience Local Leaderboard (970 x 90) |
| Hotels                               | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Hotels                               | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Bed & Breakfast                      | \$150               | \$360                                   | Experience Local (300 x 250)            |

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# WEBSITE ADVERT RATES CONT.

| <i>Advert Location</i> | <i>Monthly Rate</i> | <i>3 Months Rate<br/>(20% discount)</i> | <i>Advert Type</i>                      |
|------------------------|---------------------|---|---|
| Bed & Breakfast        | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Resort                 | \$150               | \$360                                   | Experience Local (300 x 250)            |
| Resort                 | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| RV Parks and Camping   | \$150               | \$360                                   | Experience Local (300 x 250)            |
| RV Parks and Camping   | \$250               | \$600                                   | Experience Local Leaderboard (970 x 90) |
| Shopping (Main Page)   | \$200               | \$480                                   | Experience Local (300 x 250)            |
| Shopping (Main Page)   | \$300               | \$720                                   | Experience Local Leaderboard (970 x 90) |
| Spotlight Deal         | \$100               | \$240                                   | Trending Category for Event             |
| Deals                  | \$150               | \$360                                   | Experience Local Leaderboard (970 x 90) |



# SOCIAL MEDIA ADVERTS

## Facebook Post Feature



## Instagram Post Feature



## Instagram Story Feature



# SOCIAL MEDIA ADVERT RATES

| Platform                                       | Type Of Post  | # of Posts | Rate            |
|--|---|------------|-----------------|
| Facebook and Instagram Post                    | Featured Post to Increase Awareness   | 3          | \$350           |
| Facebook and Instagram Post                    | Giveaway Post to Increase Followers   | 2          | \$450           |
| Instagram Stories                              | Featured Post to Increase Awareness   | 3          | \$300           |
| <b>Packages</b>                                |   |            |                 |
| Platform                                       | Type Of Post  | # of Posts | Rate (Save 10%) |
| Facebook and Instagram Post                    | Combination of giveaway and featured post to increase awareness and followers | 5          | \$650           |
| Facebook, Instagram Post and Instagram Stories | Combination of giveaway and featured post to increase awareness and followers | 8          | \$950           |