



ADVERTORIAL CAMPAIGN | \$425

Advertising with the Old Town Boutique District is an opportunity to reinforce your brand within Alexandria, and show your support for a vibrant and unique small business community. It is also your chance to increase the visibility of your company's products and services to thousands of local and regional customers.

As a Boutique District Ad Client, you will receive;

- A dedicated blog post on the OTBD website and listed as the homepage feature for one week;
- Editorial assistance from OTBD to ensure content is optimized to engage our readers and followers;
- Publication of the blog post in the weekly e-newsletter, reaching 5,000+ local and regional customers;
- Promotion of the blog post in OTBD social media, including a boosted Facebook post;
- One banner ad in the e-newsletter promoting the blog post or the business in general;
- Report of the campaign analytics; and
- Follows, reposts and likes on your company's social media pages.

As an Ad Client, you agree to:

- Pay your pledge upon receipt of invoice; and
- Provide logo artwork, content, graphics and photography at least one week before publication.

Photography and graphic design services may be added to the contract on an hourly and as needed basis.

Cost for a campaign goes down to \$400 upon purchase of two or more placements.