

## ABOUT US

A Midland, Texas lifestyle website + online media company sharing things to do, local businesses, food, local deals, special events, and more for locals, transplants, and visitors alike with a collective online audience of 92K, reaching 150K locals per month.

## WHY WORK WITH US

- Hyperlocal, highly-engaged audience
- High-quality, unique content with an authentic voice
- Precise campaign metrics to provide reach, demographics, etc.
- Selective of our sponsors in order to maintain the integrity of our brand and ensure effectiveness of sponsorship

## WHAT WE OFFER

### B2B:

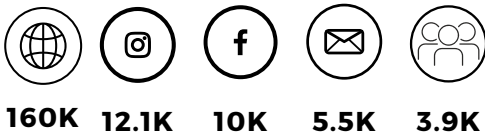
- Local Directory (App coming soon)
- Sponsored Social Posts
- Sponsored Website Content
- On Page Advertising
- Newsletter Sponsorship
- Event Partnership
- Video Content

### B2C:

- Local Events Calendar
- Local Business Directory
- Online Resources
- Local Deals
- Weekly Newsletter
- Community Events
- Community Groups



## Collective Online Audience



Web traffic has grown 291% this year. Instagram followers has grown 75% over the last year.

## What People Are Saying

I LOVE what you are doing, your positivity for our community is a blessing! Good job!  
*Midland AF Follower*

"An investment in Midland AF is an investment our community."  
*Midland AF Sponsor*

"Hi, I love what you are doing for the community. I found so many places and things to do in Midland ever since I discovered this page. So I just want to say thank you!"  
*Midland AF Follower*

"Keep up the awesome posts! I've learned more from your insta than any research regarding Midland."  
*Midland AF Follower*

"Your page has made such a difference here... I love the small business promotion and I have probably followed and actively supported most of the people you post, so thank you very much for all the great content."  
*Midland AF Follower*

"We definitely want work with you again. Please keep reaching out and letting us know what you are working on. We'd love to be involved in anything you have going on."  
*Midland AF Sponsor*

"Just wanted to tell you that I'm, actually really excited to move to Midland after finding your IG. We are moving from Houston and most people have a stereotype in their head about Midland, but looking at your IG makes me excited! So thank you!"  
*Midland AF Follower*

"We're relocating to Midland and your posts make me SOOO much happier to be making the move to the midland of nowhere!!"  
*Midland AF Follower*

## Demographic

Midland  
60.4%

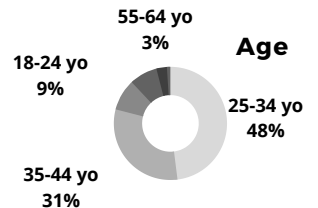


Other US Cities  
30.2%

Odessa  
9.4%



74%



## Who We Have Worked With

Wagner Noël Performing Arts Center | **Sewell BMW** | Midland College Foundation | **Permian Court Reporters** | Fit4Mom | **Woodhouse Day Spa** | Midland BJJ | **Pristine Organic Cleaners** | Wall Street Lofts | **Midland Yoga Works** | The Little Gym | **Arts Council of Midland** | Urban Glo Blow Dry Bar | **Hand Café** | Eccentric Brewing | **Midland Senior Living** | Odessa Arts | **Grassfire Landscaping** | Share WTX | **Midland Run Crew** | The Studio | **Sculpt Haus** | COM Aquatics PT | **Tall City Brewing** | Ventura at Trade Winds | **The Blue Door** | Etc

## SPONSORED SOCIAL POST

Showcase your business offerings, special events, and more with a sponsored social post. Facebook/Instagram in-feed posts and stories all for you to reach your ideal demographic.

**Key Benefit:** Reach larger audience on our platform

## SPONSORED BLOG POST

This sponsorship option is intended to showcase what you would like our followers to know about your organization. It could simply profile your local organization and your unique offerings or share details about a seasonal special, special event, etc.

**Key Benefits:** Google searchable and evergreen

## NEWSLETTER SPONSORSHIP

Appear as a sponsor of our weekly newsletter for a period of one month (4-5 newsletters). This includes your logo and a link to your website in each email.

**Key Benefits:** Increase exposure in a deliverable manner, Stay in the inbox for reference.

## SPONSORED WEBSITE CONTENT

Help us to fund a great article (or series of articles) on the website. You will appear as the presenting sponsor for the article or series with an included link of your choosing and your logo.

**Key Benefits:** Brand awareness, link to your website/social, and evergreen on our blog and site.



## ON-PAGE ADVERTISING

Take advantage of the 116K unique visitors to our website with:

- Sponsored events on the calendar
- Your logo on top, bottom, or sides of our page

**Key Benefit:** Link included in all advertisements.

## LOCAL APP/BUSINESS DIRECTORY

Make your business come to life with by joining our local business directory (website) and our local living app. This is discoverable by both users online and on the app.

**Key Benefits:** Discoverable on the go, available on mobile and desktop.

## LOCAL DEALS OFFER

Offer a local deal on our website and let customers discover you and incentivize them to make a first-time or repeat purchase.

**Key Benefit:** offering a deal gives the customer an added incentive to visit your business while also creating awareness about your offerings. Your deal can also be updated monthly to reflect your objectives.

*\*Minimum of 3 months. Discount available for longer terms. Your deal offering can be updated monthly to match your objectives.*

## SPONSORED GIVEAWAYS

Event tickets, product giveaways, and more. This includes a graphic posted on either Instagram or Facebook with rules to enter. We will be moderate the giveaway as well as choose the winner.

**Key Benefit:** Ease of process and reach a larger audience

## EVENT PARTNERING

Bring people to your place of business by co-branding a fun event onsite with Midland AF. We've got a couple ideas up our sleeve and we hope you do too.

**Key Benefits:** Event promoted on Midland AF socials, calendar, newsletter. Your socials included in all promotion, access to our online audience.

## VIDEO CONTENT PARTNERING

Help us show off the best that Midland has to offer by sponsoring one or more videos in our local business and Midland community series.

Presenting Sponsorship: \$15k per episode

Title Sponsorship: \$5k per episode

Product Placement: \$1.5k per episode

**Key Benefits:** Exposure on our YouTube platform, socials, and website, discoverability on YouTube, product placement available