

Power Package

About:

The Mark's List Media Power Package is designed to give events an additional boost in visibility on the Mark's List site along with one dedicated email blast and several targeted posts using Social Media like Facebook, Foursquare and Twitter.

Recommended Uses:

- Inventory and other annual sales events
- Business grand openings or a remodeling
- One off parties, major nightclub and other social events
- Fundraisers
- Introducing your business to the Mark's List community

How it works:

The power package runs for one week prior to or during an event. *The Power Package makes the advertiser's message nearly inescapable to a typical [Mark's List Influential](#) user.* By employing the [Three Touch Rule](#) and combining three methods (Mark's List site, Email and Social Media) of reaching and reminding potential clients, the event will generate exceptional "Word of Mouth."

Benefits:

Altogether the power package will make over 100,000 impressions, here's how;

- Power button in Mark's List website header with 50,000 guaranteed impressions over one week
- Event Landing Page
- One dedicated email blast to 11,000 + email addresses
- Several Social Media updates using the Mark's List network of Twitter, Facebook and Foursquare accounts that reach over 30,000 Fans, Friends and Followers

Cost:

Website Advertisers w/ Quarterly Contract \$250	One Time Advertisers \$500
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Add Ons:

Additional Week*		Additional Power Button Impressions	
Contract	No Contract	Contract	No Contract
\$125	\$250	\$8 per 1,000	\$16 per 1,000

*does not include email blast