

How Does Advertising on the Mark's List Network of sites and Social Media work?

We know that advertising on the Internet and buying Social Media is not as straight forward as buying a page or half page in a magazine and so we have created this guide to help you understand what we offer and how and why it works. **No single vehicle of communication commands 100% of an audience's attention anymore. In recent years the methods of reaching an audience have not only been completely revolutionized, but because of the sheer quantity of vehicles available, they have fragmented attention in ways that were until recently incomprehensible. Mark's List finds your audience wherever they are and brings them to your custom created Landing Page.**

What is the Mark's List Network?

About eight years ago, the gang at Mark's List began building a site that has now grown to over 30,000 pages indexed by [Google](#) and virtually every search engine on the planet. People looking for information on a wide range of topics from movie theater show times, restaurant reviews, hotels and nightclubs to dentists, doctors and attorneys end up on Mark's List. We even have celebrity fan pages with interviews and a list of Gay beaches! Lady Gaga has a page on Mark's List with a dedicated URL, [GagaForever.com](#). The site is a magnet drawing thousands of new visitors sent by the search engines daily.

Over the years we began building brands like the ones you see below (and too many more to mention) all with the intention of driving specific traffic into the site.



Next, we started developing Social Media accounts on [Facebook](#), [Twitter](#), and most recently [Foursquare](#). We now have over 30 with over 40,000 friends, fans or followers! Each account delivers information relevant to a particular group of users.

Putting all of this together, if you are a travel nut, you can find LGBT travel information on the [AmazingGayTravel.com](#) site, the Mark's List site, on the Amazing Gay Travel fan page on Facebook or through our updates on our Amazing Gay Travel Twitter account. All of these URLs and Social Media accounts lead today's fragmented travel audience into Mark's List. We will find you wherever you are! The same thing happens to restaurant goers, movie buffs and anyone looking for anything related to LGBT Florida.

Where is the Advertising Placed?

As we mentioned, Mark's List 30,000 pages are the magnet. Those 30,000 pages are also individual points of entry and that means people enter the site in thousands of different places. Unlike a magazine, where people typically flip from front to back in a rather organized way, people enter Mark's List based on whatever search topic is relevant to them. **You have to catch their attention with an ad and direct them to your Landing Page wherever they are.**

The Mark's List site uses two basic sizes of ads to drive visitors found throughout the site to your Landing Page, we call them Banner ads and Index ads. Examples are shown below. The banner ad is on the left. The ads are shown about their normal size. Clicking on these ads directs people to your Landing Page on Mark's List. The Landing Page is developed and maintained by us at no additional cost to you. You tell us what to do, we do it!

To assure quality delivery, we use Google's amazing [DoubleClick for Publishers](#) software. Your sales associate will work with you to develop effective ads and a Landing Page based on the objectives you set for your business.

Two example advertisements are shown. The left one is a banner ad for 'MOVA' located at 'LINCOLN ROAD @ MICHIGAN AVE.' It features a large 'MOVA' logo and a smaller 'All State WINDOW TREATMENTS INC.' logo at the bottom. The right one is a square ad for 'naked grape wine bar' featuring a wine glass with a red grape stem. It includes the phone number '954-563-5631', the address '2039 Wilton Drive, Wilton Manors, FL 33305', and the website 'www.nakedgrapewinebar.com'. The top of the square ad also mentions 'LAS OLAS WINE AND FOOD FESTIVAL' and 'FRI APR 29TH'.

MARK'S LIST