

Annual Power Plan

About:

The **Mark's List Media Power Package Annual Subscription** is designed to give events an additional boost in visibility on the Mark's List site. Combining one dedicated email blast and several targeted posts using Social Media like Facebook, Foursquare and Twitter, the Power Package is designed to reach today's mobile consumer. When committing to groups of 15 or more power packages annually, Standard or Ultra advertising packages are also included – at no extra charge, giving the business a presence on Mark's List 365 days a year.

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 each 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 35,000 Fans, Friends and Followers

Cost:

# Committed to	Free	Total	Cost Each	Landing Page	On Site Ads
5 Power Packages	0	5	\$300	Included	No
10 Power Packages	1	11	\$250	Included	No
15 Power Packages	2	17	\$215	Included	Standard Pkg. Included
20 Power Packages	4	24	\$190	Included	Ultra Package Included

Terms: Billing occurs for each power package at the time of email delivery. Payments are due, net 10. Annual contract must be signed and all packages used within 12 consecutive months beginning the day of signature below. Any unused billable power packages will be billed on the last day of the annual period.

Please Circle the number of Power Packages being committed to: 5, 10, 15, 20

Client Signature: _____

Representing: _____

Mark's List Rep Signature: _____

Date: _____