

# The Triad Rewards Network

The Triad's Dining and Entertainment Network

## Packages/Pricing

### HALF OFF DEALS

#### Basic Package - HALF OFF DEALS

- Sell gift certificates online
- Receive customer data/survey feedback
- Receive up to 100% ad credit from sales

#### Daily Deals

- Receive up to 75% of sales back in a check
- Receive % of sales in ad credit

### 336EVENTS.COM / 336NIGHTLIFE.COM

#### BUSINESS PACKAGE (Get 20% other packages)

##### Professional Business Profile Package (\$175/yr)

- Company name • Address • Phone • Website link
  - Map to your location • Picture • RSVP Options
  - Unlimited Description • Reoccurring Weekly Events on email newsletter • Color Text in Calendars • Image or flyer on event pages • 2500 Business Banner views/mo
- Add 360 Virtual Tour (\$175)**

- Full service calendar and profile maintenance  
- \$20 / mo, \$50 / qtr, \$175 / year

### BUNDLE PACKAGES

#### Quarterly Packages

- Medium Banner Package (\$475/ qtr or \$175/mo)
- 1000 promotional cards - \$120
- Medium Banner (365 x 75) 100,000 views - \$400/qtr
- Full service calendar & profile maintenance - \$50/qtr
- Header Package (\$650/ qtr or \$250/mo)
- includes Promo cards and maintenance
- Header Banner 100,000 views - \$600/qtr
- Skyscraper Package (\$1025/ qtr or \$375/mo)
- includes Promo cards and maintenance
- Skyscraper Banner 100,000 views - \$1000/qtr

#### Event Promo Package (\$475)

- Header Banner - 50,000 views (\$300)  
(additional \$150 for Skyscraper Banner)
- Top Events listing on Home Page (\$50)
- Special Events Calendar (\$25/event)
- Featured Event Listed on Email Newsletter (\$150)
- Event Flyer or pictures in Event Page (\$5)
- Picture on Event calendar (\$30/date)

Add Dedicated Email Blast - \$8 per 1000 emails

### BANNER AD PACKAGES

#### DISCOUNTS AFTER 50,000 VIEWS PURCHASED/MONTH

##### SKYSCRAPER BANNER -120x600 (\$12/1,000 views)

- Rotates throughout the websites and homepages

##### FEATURE BANNER -275x325 (\$12/1000 views)

- Rotates on Home Pages

##### HEADER BANNER -800x110 (\$8/1,000 views)

- Rotates throughout the websites and homepages

##### MEDIUM BANNER-365x75 (\$5/1000 views)

- Rotates on Home Pages

##### BUSINESS BANNER - 242x71 (\$3/1000 views)

- Rotates throughout the websites and homepages

#### RECOMMENDED - 50,000 Views per month

- SkyScraper - \$10 / 1000 Views (\$9 for additional 1000)
- Header - \$6 / 1000 views (\$5 for additional 1000)
- Medium - \$4 / 1000 views (\$3 for additional 1000)

### E-MAIL PACKAGES

- Dedicated Email Blast (\$10/1000 email recipients)
- Email Newsletter Featured Banner (\$150)
- Email Newsletter Banner (\$75)

### ADDITIONAL ADVERTISING OPTIONS

- Virtual 360 tour - \$350 (w/1 yr hosting)  
- includes \$175 Professional Business Profile  
- \$150 for additional rooms
- Coupon Listing - \$30/Qtr (\$5 / additional)
- Graphic Design - Starting at \$60
- Table at Networking Event / Social - Ask for Rates
- Sponsors for Business Social - starting at \$100
- Promotional cards - \$120 per 1000

#### TRIAD AXIS CARD / Buy Local Coupon Booklet

- One Time Coupon Booklet Set Up - \$25

### WEB SITE DESIGN

#### Full Site Package (\$600 - \$1200)

- User friendly admin for easy updates and changes
- Includes up to 20 hours of service and training

#### Hosting (\$20/mo)

# The Triad Rewards Network

THE TRIAD'S ALL-IN-ONE SOURCE OF INFORMATION, MARKETING & PROMOTIONS, LOCAL EVENTS, AND SPECIALS FOR BUSINESSES AND ORGANIZATIONS OF ALL SIZES.

HOW OFTEN DO YOU GET AN IDEA THAT SIGNIFICANTLY IMPROVES THE GROWTH OF YOUR BUSINESS? INCREASE BUSINESS BY UNDERSTANDING YOUR CUSTOMERS.

## BUSINESS PACKAGES START AT: (\$175/yr)

- Company name • Address • Phone • Website link
  - Map to your location • Picture • RSVP Options
  - Unlimited Description • Reoccurring Weekly Events on email newsletter • Color Text in Calendars • Image or flyer on event pages • 2500 Business Banner views/mo
- Add 360 Virtual Tour (\$175)

- Includes the most cost-effective form of advertising available
- Flexible enough to be used with any current marketing plan
- Over 141,000 Triad residents use our sites to make decisions about their local spending.
- More than 2 million hits monthly

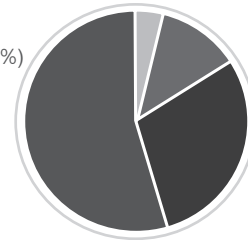
## DEMOGRAPHICS OF THE USERS OF THE TRIAD REWARD NETWORK

Results are taken from an independent study at Wake Forest University about the Triad Rewards Networks

- 77.6% of our respondents frequently order an alcoholic beverage while dining out

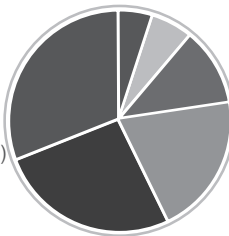
### MARITAL STATUS

- Single, never married (53.5%)
- Married (26.8%)
- Separated (5.6%)
- Divorced (14.1%)
- Widowed (less than 1%)



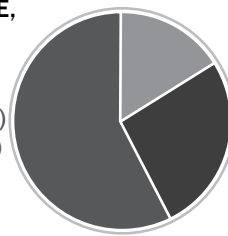
### AVERAGE # OF TIMES OUR VIEWERS GO OUT TO EAT IN THE A MONTH

- 2-4 times (7.8%)
- 5-7 times (7.8%)
- 8-10 times (17.2%)
- 11-15 times (26.6%)
- 16-20 times (28.1%)
- Over 21 times (12.5%)



### AVERAGE # OF TIMES OUR VIEWERS GO OUT FOR NON-DINING ACTIVITIES (CONCERTS, NIGHT LIFE, THEATRE)

- Never (0%)
- Once a week (21.7%)
- 2-4 times a week (62.3%)
- 5-10 times a week (14.5%)



### PERSONAL YEARLY INCOME (\$)

- Under 25,000 (11.2%)
- 25,000-34,999 (18.1%)
- 35,000-49,999 (21.8%)
- 50,000-74,999 (24.5%)
- 75,000-99,999 (15.9%)
- Over 99,999 (8.5%)



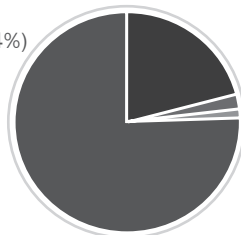
### AGE

- Under 21 (less than 1%)
- 21-24 (8.6%)
- 25-34 (28.1%)
- 35-44 (23.4%)
- 45-54 (26.2%)
- 55-64 (11.8%)
- Over 64 (1.2%)



### CHILDREN UNDER 18 IN HOUSEHOLDS

- None (61.5%)
- 1-2 (31.3%)
- 3-4 (5.8%)
- 5 or more (1.4%)



### # OF PEOPLE IN HOUSEHOLD

- 1 (17.4%)
- 2 (48.5%)
- 3-4 (29.7%)
- 5 or more (4.03%)

