



**APPLEWOOD ACRES  
GARDENING & LANDSCAPING**  
APPLEWOOD PROPERTY MANAGEMENT  
[www.applewoodacres.org](http://www.applewoodacres.org)

## **Applewood Acres Gardening & Landscaping Web Site Promotion and Advertising Media Kit**

Applewood Acres has gone through many updates and revisions of our advertising options in an effort to provide the maximum coverage and exposure when you pay us to promote your business.

Unlike a conventional newspaper, magazine or other online advertising opportunities, we have a genuine desire and interest that you benefit far beyond your initial expense to advertise with us.

## **Why You Should Consider Advertising on Our Web Site**

[\(www.applewoodacres.org\)](http://www.applewoodacres.org)

1. Applewood Acres Gardening & Landscaping has a unique database of over 200 local customers and business relationships.

2. We have developed a high profile in the communities we service and are recognized as a community leader in promoting safe and organic gardening and lawn care products and services.

3. We are proud of our reputation and are recognized by many as a trusted, reputable source for local business to business referrals.

4. Many of our customers are looking for other services related to home and property care such as property sales, décor, renovations, staging, pet care, tool supplies, gardening and landscape supplies. Products that your business may sell and market.

5. Advertising on our web space will allow you to improve your business profile by increasing consumer awareness of your business and/or products.

6. If you are a charitable organization or social group, our customers and visitors will have direct access to any local community information you would like to post.

7. Applewood Acres offers advertising in six month increments starting from as low as \$50 a month ( see below for details)

8. Applewood Acres web site has over 4,000 unique visitors monthly

9. 12,000 pages are viewed on an average monthly

10. Our site is a hub or portal for not only Organic Gardening, Lawn Care, Landscaping, Exterior Home Décor but also many environmental social events and charities in the western GTA and that are specific to Mississauga, Port Credit, Etobicoke and the Burlington area.

11. Our website is designed specifically to attract a targeted audience and therefore increases the quality and effectiveness of our overall traffic.

12. Your web advertising space can be directly linked to any promotional flyer your business may have announcing your products, services or community event.

13. Free Press release - The moment your advertisement link is posted to our site, Applewood Acres will arrange for a marketing press release to be issued announcing the business to business marketing arrangement or community event. The web press release will be exposed to all major search engines on the web.

## How Our Advertising Works

Depending upon your time restraints, abilities and budget, we have split our advertising into two simple formats:

Our combination of a customized Applewood Dynamic Vertical Advertisement (DVA) which is designed to catch the eye of a reader and our Applewood Line Item Web Link (LIW) to catch web searching spider technology, ensures customer reader traffic.

Applewood ad's are placed strategically on our web page for maximum visibility that allows readers and customers shopping for your products to easily navigate to your information.

**Applewood Acres Gardening & Landscaping offers the following advertising packages:**

### Applewood Line Item Web Link

WEB LINK TO YOUR SITE OR FLYER

**RED BARN GARDEN SUPPLIES**

Best prices on perennials, soil & plants


WEB LINK TO YOUR SITE OR FLYER

**PORT CREDIT REALTY GROUP**

Selling family homes for over 50 years

A bolded line item link identifying your business name, charity, eco social group that will directly 'hyperlink' to your website, business or community flyer, blog or bulletin board begins at a cost of \$560 for 12 month intervals – that's less then \$50/mnth !! ( Discounted Savings of 10% if booked by April 30, 2008)

### Applewood Dynamic Vertical Advertisement (DVA)



**ORGANIC GARDEN SUPPLIES**  
Best prices on perennials, soil & plants

WEB LINK TO YOUR SITE OR FLYER

**SUNSET FARMS**  
Find 100 % organic products for your lawn and garden, including natural pet food. Your complete home and garden resource centre. Click here to see our current flyer. [www.sensetfarms.com](http://www.sensetfarms.com)

WEB LINK TO YOUR SITE OR FLYER

A bolded line item link, with or without business logo, your business name, charity, eco social group that will directly 'hyperlink' to your website, business or community flyer, blog or bulletin board begins at a cost of \$675 for 12 month intervals (Discounted Savings of 10% if booked by April 30, 2008. )

## Applewood Dynamic Vertical Advertisement **(PREMIUM)**



WEB LINK TO YOUR SITE OR FLYER

### **SUNSET FARMS**

Find 100 % organic products for your lawn and garden, including natural pet food. Your complete home and garden resource centre. Click here to see our latest advertising flyers.

<http://www.sunsetfarms.com>

A bolded full banner line item with colorful logo or background matting that may include business brand or logo, that identifies your business name, charity, eco social group that will directly 'hyperlink' to your website, business or community flyer, blog or bulletin board etc. **Rate begins at a cost of \$ 945 for 12 month intervals .(Discounted a further 10% if booked by April 30, 2008)**

## Some More Reasons to Advertise With Applewood Acres Gardening & Landscaping

[www.applewoodacres.org](http://www.applewoodacres.org)

Applewood Acres had a total of 74,000 monthly page views in 2007 !

Advertisers using Applewood DVA's on our home page enjoy exclusive marketing space designed to accommodate no more than 15 premium Apple DVA's spaces. The availability of limited space means that your Applewood DVA never runs the risk of being buried.

With 12 month advertising averaging as low as \$50/month, any quality business or social group can afford a listing.

All pages are hard-coded html and are easily indexed by all search engine spiders.

All 12 month listings receive a 10% discounted rate if purchased no later than April 30, 2008.

Applewood DVA's are permanently placed on either the left or right border column (for the duration of the contract period) areas where readers on websites first look to read material.

What makes Applewood DVA's "Dynamic" is the ability to host the graphics on your own server and any time you update your image(s), your Applewood DVA automatically shows your updated information.

Please note: All ads must arrive a minimum of 15 days prior to your contract advertising start date. Applewood Acres reserves the right to edit material and all objectional advertisement material is subject to Applewood's [cancellation clause](#).

## Contact US:

Please direct all additional questions or inquiries to :

Rick Brzakala or Patrick McKinnon at 905-281-3111 between the hours of 9AM & 5PM EST Monday – Saturday, or alternatively contact us by email:

[applewoodacres1@yahoo.ca](mailto:applewoodacres1@yahoo.ca)