

Valley Family Fun

www.valleyfamilyfun.ca

Click to add text



“Congratulations on both your ambition and your knowledge base. Your website looks terrific and will be a big help to our clients as they settle into new lives in Kings County, from other provinces and countries.”

~Kings County Regional Development Office



Valley Family Fun

Valley Family Fun is the go-to site for families living in the Annapolis Valley. Valley residents come here to find information and resources they need to take advantage of all that the Valley has to offer to families.



About the Annapolis Valley

- According to the 2011 Census of Population, Annapolis Valley has a population of 123,650
- The majority (30%) are 34-50 years old
- In 2006, there were 37,120 families
- 74.4% of the population, age 20 and over, have a post-secondary certificate, diploma or degree.
- Families have an average income of \$58,994



About Valley Family Fun

- Started in January 2012 by Laura Churchill Duke
- Valley Family Fun is found
 - www.valleyfamilyfun.ca
 - Facebook: Valley Family Fun
 - Twitter @Valleyfamilyfun
 - Pinterest: pinterest.com/Lachurchmouse
- Weekly e-newsletter highlighting the week's events and information
- Daily posts on Facebook and Twitter



Audience

- 1800 people who subscribe to a weekly e-newsletter (20-25% open rate)
- 2,750 members in the Valley Family Fun Facebook group
- 53% are returning visitors to the website
- Majority of visitors are from Kentville, Wolfville, Windsor and Halifax followed by Bridgewater and Digby



How do People Find out about Valley Family Fun?

Valley Family Fun always actively recruits new followers:

- Announcements are sent to every school in the Valley to include publicity blurb in the school's newsletter
- Valley Family Fun has a bi-weekly column in four newspapers across the Valley
- Frequent articles about Valley Family Fun, or written by Valley Family Fun are found in local publications such as the Grapevine
- Posters are hung in high-traffic family areas (libraries, nursery schools, schools)
- Valley Family Fun sponsors or has a presence at local family events
- Information about Valley Family Fun has been sent to local accommodations, development offices, family centres, recreations centres and town offices to have a link to the website included on their websites. Many have obliged.
- Frequent posts are made on Twitter and Facebook to inform
- The website (www.valleyfamilyfun.ca) is on the back of the administrator's car
- Word of mouth – getting people talking about Valley Family Fun is the most powerful tool in the Valley!



Website Activity

- Around 6,600 unique visitors a month with 11,500 page views a month
- Average time spent on site being over 2 mins
- The most popular page is the Calendar
- Facebook and Twitter postings on upcoming events, registration information and creative tips or ideas for families
- Bi-weekly draws for donated products relevant to families
- Blog about family friendly ideas, product reviews



Reach

Valley Family Fun's Reach:

- Facebook Group: 2750+
- Twitter: 2095+
- Monthly Pageviews: 11,000
- Unique Monthly Visitors: 6,600
- Weekly Email News Subscribers: 1,800
- Google Page Rank: 3



Testimonials

I purchased a month of ad space with VFF just to see what kind of exposure I'd get- and the response has been phenomenal. First- Laura (the owner of VFF) is true to her word- she has been sharing my logo, business name and info about specials at every opportunity, in the VFF newsletters, facebook page and website. On the days when VFF runs one of my ads, I get more hits on my website than ever before. Second- Laura herself is worth the price of advertising. When she commits to you as a VFF client, she goes above and beyond to tell people about your business at every opportunity. She's constantly watching and listening for a chance to do the best kind of advertising- word of mouth. And yes, I have already gotten several new clients directly from this method of advertising.

If you're marketing to families in any way, VFF is one of the best bang-for-your-buck ad scenarios around, and it's only getting better, as the website and facebook group are both growing leaps and bounds on a daily basis. Everyone who knows Laura will tell you that if you want something accomplished in the valley, all you have to do is leave it in her capable hands.

Heather Rushton- Owner, Twin Bridges Photo



Advertising Opportunities

1. Platinum Package
2. Gold Package
3. Silver Package
4. Bronze Package
5. One-Time Promotions
6. Sponsored Blog Reviews
7. Prize Give Aways



“You have made advertising an easy task....easy and effective, my business has reached hundreds of new households! Thank you for your time and energy....and affordable options.”

Denise Ennis from Sister's Alternative Stuff



“We had a fantastic week! A lot of people mentioned that they saw our tax free ad on your website and we told others about your site. One group was here from Yarmouth visiting family and they used your site to plan their week which included us. They loved your site and us and promised to spread the word about both. I wish all our advertising got the same result.

Thanks so much!”

Linda Barkhouse, The Clayground



Platinum Package (Banner)

- A wide **banner ad** across the page of your choice (approximately 7" x 2.5" or 560 x 180 pixels). (Files should be jpeg, png, gif.) Ads will be linked to your website.
- Every week the banner ad will be included in the e-newsletter along with a publicity write up (created in conjunction with Valley Family Fun).
- Weekly posts on the Facebook page and on Twitter by Valley Family Fun Admin.

\$150 a month

\$100 Non-profit

****Please note: Ads do not imply exclusivity, but it can be discussed****



Gold Package (Rotating Banner)

- A wide **banner ad** across the page of your choice (approximately 7" x 2.5" or 560 x 180 pixels). (Files should be jpeg, png, gif.) Ads will be linked to your website.
- These ads will rotate every few seconds. Ads have at worst 1 in 3 odds of being displayed.
- Every week the banner ad will be included in the e-newsletter along with a publicity write up (created in conjunction with Valley Family Fun).
- Weekly posts on the Facebook page and on Twitter by Valley Family Fun Admin.

\$100 a month

\$75 Non-profit

****Please note: Ads do not imply exclusivity, but it can be discussed****



Silver Package (Sidebar Ad)

- A **square ad** will be placed on the site on the page of your choice (250 pixels x 300 pixels). (Files should be jpeg, png, gif) Ads will be linked to your website or email.
- Every week the ad will be included in the e-newsletter along with a publicity write up (created in conjunction with Valley Family Fun).
- Weekly Facebook and Twitter posts by Valley Family Fun admin.

\$75 a month

\$60 Non-profit

****Please note: Ads do not imply exclusivity, but it can be discussed****



Bronze Package (Rotating Sidebar Ad)

- A **square ad** on the page of your choice (180 pixels x 210 pixels; approximately 2.5 x 3 inches). (Files should be jpeg, png, gif) Ads will be linked to your website.
 - Your business will be featured as Business of the Week in the newsletter at least once during the period of your ad.
 - The ads on the site will rotate location on the page.
- \$30/month, or for more than 4 months, \$25/month.**
Non-profit rate: \$20 a month

****Please note: Ads do not imply exclusivity, but it can be discussed****



“I have been receiving hits from just being listed on the events calendar so I definitely am interested in advertising.”

~ Annapolis Academy of Music

“I will definitely use Valley Family Fun again as it did make a difference!”

~Music for Young Children



One-Time Publicity Blast

Sometimes you don't need to have a full ad on the website. You just need something posted one time for a special event or promotion for your business. Send me your information and I will include it on the Valley Family Fun Facebook Page, Twitter and in the weekly newsletter.

\$25 for a one-time publicity blast.



“Valley Family Fun has been so supportive of me and my new business. The website is easy to use, the service is seamless, and best of all my advert has drawn in several new customers. Well worth the money. Thank you!

~Jenny Mitson, Little Pumpkins Daycare



Sponsored Blog Reviews

Do you have a product that is great for families, kids, or parents? I will review your product or service on the Valley Family Fun Blog.

There is also an option to do a give-away as part of the sponsored post

\$75 for a sponsored blog post. If a free service or product is included in the review, then, that price will be deducted from the price.



Prize Give Aways

If you have a product or service that you would like to give away to Valley Family Fun followers, this is an easy way to do so.

Decide on your prize. Valley Family Fun will create a banner ad on the home page and link it to a ballot form that people are invited to enter daily until the draw date two weeks later. **The ballot form will contain information about your business as a form of advertising.** The banner and ballot form are also included in the weekly e-newsletter. Valley Family Fun makes the draw and contacts the winner. You are responsible for getting the prize to the winner.



Ad Design

Valley Family Fun offers an in-house design service should you require help with your ad.

A proof will be provided prior to posting.

The cost is \$40.



Payment Options

- Cash
- Cheque (made out to Laura Churchill Duke)
- Email transfers
- Paypal



Contact

To discuss advertising with Valley Family Fun:

<http://www.valleyfamilyfun.ca/ads/>

info@valleyfamilyfun.ca

902-678-1562

With thanks for your consideration

Laura Churchill Duke



Have a week full of Valley Family Fun!

