

# KEUKALAKE.COM

## Why Use Internet Advertising?

- KeukaLake.com is working for you 24/7/365 - Worldwide. All for less than the cost of ONE printed advertisement.
- 81% of all adults use the internet to plan their vacation.\*
- 87% of all adults use the internet to search for a business or service.\*

\*2006 Rutherford Report

## Why Use KeukaLake.com?

# The #1 Portal to the Lake

- Searches for information usually begin by a search geographical location or region. Our area, collectively, is best known as "Keuka Lake", not by a village, town or county.
- KeukaLake.com is the easiest area web address to remember. It's a natural - a beta version of this site was launched on 4/17/06 and is already averaging over 100 hits per day without any promotion, publication or reciprocal links - Imagine what will happen when we are up & running!
- Once KeukaLake.com is published and propagated on the Internet any search for "Keuka Lake" will lead directly to us. We reel them in and then send them directly to you.
- KeukaLake.com contains "everything you need to know about the area", whether you are planning a visit, have a seasonal residence or call this your home. From water temperature to weather or restaurants to repairs, we are a "one stop shop".
- KeukaLake.com is interactive. Weekly photo contests, a lakewide treasure hunt, online classifieds and a planned live webcam are designed to keep visitors coming back.

FROM US...

The diagram illustrates the flow of information from KeukaLake.com to local businesses. It features three computer browser windows. The top window shows the KeukaLake.com homepage with a 'WINE & WINERIES' section. A red arrow points from this section to a 'BULLY HILL VINEYARDS' website. Another red arrow points from the 'BULLY HILL VINEYARDS' website back to the KeukaLake.com homepage. A third red arrow points from the KeukaLake.com homepage to a 'Welcome to the Lake' page. The 'BULLY HILL VINEYARDS' website displays various wine bottles and a 'Custom B7/m Wine Labels' service. The 'Welcome to the Lake' page features a scenic view of the lake and text about the region.

TO YOU...

It's That Simple

Space is limited and is "First Come - First Serve".  
Projected launch date is May 1, 2006\* - Reserve your spot now.

\*A limited beta version is currently on line - Check It Out!

Contact Info: (607) 569 2667 or info@KeukaLake.com

### STEP 1: BUSINESS INFORMATION

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Web Address: **http://:www.** \_\_\_\_\_

*\*If you do not have a web site we can create one for you very affordably and very quickly.*

Email: \_\_\_\_\_

### STEP 2: BUSINESS DESCRIPTION

Let the world know what you have to offer.

Suggestions include a brief overview, hours of operation, etc. Try to stay under 100 words.

### STEP 3: BUSINESS CATEGORY

KeukaLake.com contains a growing list of interactive categories to help the customer find you. Choose from the following selections or suggest a new one if none are applicable - We will try to accommodate your request. Does your business fall into more than one category? Your second category listing is available at half price.

- Wineries or Wine Related
- Dining & Restaurant
- Accommodations - Hotel Motel, B & B
- Shopping - Retail or Web, Gift, Specialty
- Arts & Antiques - Shops, Galleries, Photography, Fine Arts
- Area Attractions - Museums, Facility Tours
- Boating & Marine - Marinas, Sales & Rentals, Storage, Repairs
- Campgrounds - Public and Private
- Landscaping - General landscaping and Property enhancement
- Outdoor Sports - Watersports, Fishing, Hunting, Biking
- Real Estate - Brokerages and Appraisals
- Cottage Rentals - Rental Brokers and Services
- Tours and packages - Tour Boats, Bus & Limo Services, Group Tours
- Contractors - General Contractors, Painting, Masonry, Lawn Care
- Docks & Seawalls - Shoreline Services, Pile Drivers
- Medical - Doctors, Dentists, Veterinary
- Professional - Law Offices, Architects
- Financial - Banking, Lending

### STEP 4: LISTING TYPE

Choose from a brochure style listing or a highlighted photo block. Both feature a business overview and contact information as well as direct links to your web site or email. There are a limited number of spots available. Listings are on a first come first serve basis and appear on the web site pages accordingly. The fee is annual with a renewal date of May 1.

- Brochure Style Listing: Contains the information that you have provided above
- Photo BoxListing: Requires the submission of your photo, logo or pre-designed advertisement. Submissions must be in jpg or tiff format submitted on floppy disk, cd or zip disk. Try to keep file sizes under 500k. Submissions may be mailed to the address below or emailed as attachments to: info@keukalake.com. Photographs may be sent in and we will scan and format them for you. Images should be sharp for best results.

### STEP 5: PAYMENT

**\*Both Include a Free Listing in Our "QUICK REFERENCE GUIDE"**

Brochure Style Listing: \$150.00 per year \_\_\_\_\_  
Photo BoxListing: \$200.00 per year \_\_\_\_\_  
Additional listing(s) at 50% discount \_\_\_\_\_  
Total: \_\_\_\_\_

Checks payable to: KeukaLake.com  
Send to: KeukaLake.com  
PO Box 331  
Hammondsport NY 14840