



**RangeBuzz.com is the Iron Range's first and only fully searchable guide to dining, nightlife, music and events.**

**Here's why advertising with** RangeBuzz.com will work for YOU!

- Adds an *interactive* dimension to your current advertising plan
- Offers a *low cost* per impression
- Provides *limited ad spaces* to reduce clutter and give your ad more attention
- Helps create *brand awareness*
- Draws a *targeted audience* with specific psychographics, not just demographics
- Accessible *24/7* by anyone, anywhere in the world online

Traffic and Search Engine Rankings:

- Rangebuzz.com holds a Google Page Rank importance of 4/10
- Current average of over 2,800 visits /month and over 16,000 page views (Site launched March 1, 2007)
- Organic (non-paid) search engine results and PPC (paid search) for relevant keyword searches
  - Example of Organic Google Position (as of April 1, 2008)
    - Iron Range nightlife #1
    - Iron Range Dining & Restaurants #1
    - Iron Range Entertainment #1
    - Iron Range Events #1

RangeBuzz.com Ad Specs and Open Rate Card

Banner*	Prices Homepage	Prices, All Other Pages
Leaderboard	\$250	\$200
Rectangle	\$200	\$185
Small Skyscraper	\$185	\$155
Full Banner	n/a	\$175
Button	\$95	\$75

\*See examples on next pages (Black-box examples are shown at 75% of actual size)

RangeBuzz.com

P.O. Box 732

Virginia, MN 55792

Phone: 218-780-1839 Fax: 218-744-3351



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All prices displayed are a per month rate. Prices are subject to change at any time. First-time advertisers receive 10% off open rate with a minimum of a six-month contract.

## LEADERBOARD

WHAT'S THE BUZZ TONIGHT?

# RangeBuzz.com

HOME / BARS / RESTAURANTS / EVENTS / HAPPY HOUR / WATCH THE GAME / DIRECTORY / ADVERTISING / CONTACT US

Start your holiday season in Ely, Minnesota...

**RANGEBUZZ.COM!**

**Zimmy's**  
531 E. Howard St - Hibbing  
218-262-6145  
[get more info...](#)

Cool Range Bands | Drink of the Week | What's for Lunch?

Welcome to RangeBuzz.com—the Iron Range's first complete online guide to dining, nightlife, music and area

Sign up for our weekly e-newsletter, "The Buzz!"

**SIGN UP NOW!**

**FOX 21 NEWS AT 9**  
The choice is simple.

- Location: Full screen width, top of home page
- Size: 728 x 90 pixels
- Animation: Allowed
- File Types: GIF, JPEG, HTML, DHTML, Javascript/jscript, Flash
- File weight: Non-Flash, 20k; Flash, 30k



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RECTANGLE



- Location: Right-hand corner of Search Menu
- Size: 180 x 150
- Animation: Allowed
- File Types: GIF, JPEG, HTML, DHTML, Javascript/jscript, Flash
- File Weight: Non Flash, 20k; Flash, 30k



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## SMALL SKYSCRAPER

The screenshot shows the RangeBuzz.com website layout. On the left is a navigation sidebar with buttons for 'DRINK DEALS', 'YOU KARAOKE FOOL', 'WHAT'S FOR LUNCH?', 'DRINK OF THE WEEK!', and 'COOL RANGE BANDS'. The main content area features a 'Hob Nob Lounge' listing with address and phone number, a 'Welcome to RangeBuzz.com' message, and a 'Happy Halloween!' section with a Flickr photo gallery. On the right is a sidebar with a newsletter sign-up, a 'FOX 21 NEWS AT 9' advertisement, a search bar for bars/clubs, and an 'About the Iron Range' section. A red speech bubble with the text 'Small Skyscraper' points to a vertical advertisement for 'THE TRENT LAW FIRM' with the text 'PERSONAL INJURY' and 'CRIMINAL DEFENSE'.

- Location: Left-hand side, middle of page
- Size: 120 x 240
- Animation: Allowed
- File Types: GIF, JPEG, HTML, DHTML, Javascript, Flash
- File Weight: Non-Flash, 20k; Flash, 30k

120 x 240

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FULL BANNER (\*\*Not available on HOME PAGE\*\*)



- Location: Center of page under Leaderboard
- Size: 435 x 100 or 468 x 60
- Animation: Allowed
- File Types: GIF, JPEG, HTML, DHTML, Javascript/jscript, Flash
- File Weight: Non-Flash, 20k; Flash, 30k



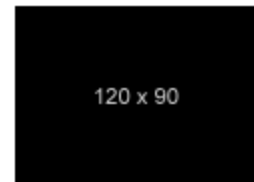


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BUTTON



- Location: Right-hand side, bottom of Search Menu
- Size: 120 x 90
- Animation: Allowed
- File Types: GIF, JPEG, HTML, DHTML, Javascript/jscript, Flash
- File Weight: Non-Flash, 20k; Flash, 30k



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