

MullinsMania.com

Information for sponsors

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What is MullinsMania.com?

After being involved with the local arts, music, and entertainment scene in Rome over the last 10 years, I found that many people would ask me what was going on in town for the evening or weekend. For the most part I knew because I enjoy spending time downtown listening to music, going to art shows and other local events in Rome or around Northwest Georgia.

So I decided to launch MullinsMania.com in August of '07 in order to provide a list of things to do in Rome and around Northwest Georgia. I wanted to try my hand at web design and this was the best information for me to share.

Over the last 2 years, the website has gained far more attention and popularity than I ever thought it would. It has provided me and its viewers the opportunity to find out even more events going on around here. It has been nothing but fun so far and I never cease to be amazed about all the local talent around here, whether it's musicians, artists, local entrepreneurs, restaurants, venues, and creative people in general.

It has allowed me the opportunity to share the entertainment schedule, which I like to call "The Rumpus" with multiple media outlets like the HometownHeadlines.com, WRGA Talk Radio 1410 Am, 95.7 The Ridge FM, and Rome Newswire's printed publications.

The amount of hits, clicks, and unique users that the website receives keeps on growing larger and larger each month. This thing is really catching on.

What effect does MullinsMania.com have on the community?

I have found that when people's creativity is recognized, they are more likely to continue to use it, and better it as time goes on.

The goal of MullinsMania.com is to recognize, appreciate, and promote the creative community of our great city, and to provide access for the growing population to find outlets and exhibits of this creativity, thus growing the pool of community participation.

The best part is that it works. I have met so many talented and creatively driven people through this website, and I have seen so many things I would not have seen or known about otherwise. It's important to share this information with everyone so they too may feel that appreciation for the community we live in.

What is the benefit of advertising with MullinsMania.com?

First of all, it's an extremely affordable method of drawing attention to your small business or product. Times are tight and any affordable method of getting your business out there is a must.

When you advertise with MullinsMania.com you reach the individuals who think outside the box and are not only open to, but also looking for new ideas and experiences.

By supporting MullinsMania.com you are showing your respect and support to the artistic community, and you in turn are part of that community, which grows together to make a very desirable living environment. One solution to a depressed economy is providing community desirability. The goal of MullinsMania.com is to foster that desirability by recognizing, appreciating, and promoting its creative strengths.

MullinsMania.com features...

- The most accurate and up to date event schedule for Rome and Northwest Georgia for music, art, entertainment, community events, etc. This also includes links to as many of the events as possible so you can find out more information about each event.
- A growing list of artists, musicians, and entertainers who have previously performed in the Greater Rome Area. This list also includes links to their individual websites. This allows for potential event planners to contact and locate local talent that may suit what they are looking for.
- A growing list of community links for locally owned businesses, groups, associations, and community information
- A bulletin board section that can be used to go into further detail about any upcoming events. It also allows users to submit their own information. i.e, if you wanted to write a few paragraphs about an upcoming event, or a review of a past event, or just talk about anything in Rome at all, all you have to do is write it, send it to me in an e-mail and I will post it on the Bulletin Board.

The goal is for every citizen of Floyd County to use MullinsMania.com as a one stop hub to find or share anything about the local creative community.

Other media...

- Weekend highlights appear in the MullinsMania.com section of HometownHeadlines.com in the "Downtown Headlines" every weekend starting on Thursdays. This brings hundreds of hits to MullinsMania.com every week.
- Bryan Mullins is on the air every Friday morning to discuss what's going on in our community for the weekend. It begins at 7:50am on WLAQ Talk Radio 1410. At 8:00 am every Friday Mullins Mania appears on 95.7 The Ridge FM, which plays classic hits from the 60's, 70's, and 80's. Both of these radio spots are driving more and more visitors to MullinsMania.com every week.
- MullinsMania.com also shares media links with V3 Magazine, Rome Newswire, and other media outlets to draw even more attention.

Future Features...

- the options are wide open

From the stats

In April of 2008, MullinsMania.com received...

286 unique visitors
738 visits
3,117 page views
8,143 hits

In April of 2009, MullinsMania.com received...

1,216 unique visitors
2,226 visits
6,482 page views
47,000 hits

Total number of hits for 2007...

32,279

Total number of hits for 2008...

165,161

Total number of hits for 2009 so far...

328,019

Total number of hits since the inception of MullinsMania.com...

525,459 (over half a million)

As you can see, MullinsMania.com is an extremely affordable way to draw attention to your business. Thanks for sponsoring the site and supporting the creative community of Rome and Northwest Georgia.

MullinsMania.com price list for advertising

\$40/month

-Have your ad (with link to your website) appear in the top section of the events page side columns. All \$40 ads will rotate weekly amongst the other \$40 ads on the page.

- Ad size: roughly 165 pixels wide x 225 pixels tall

-Ad will also appear on main page below intro box and on a separate page recognizing and appreciating our sponsors, rotating among same price ads.

-If you would like to prepay for 3 months of advertising, you will only pay \$100 (a \$20 value)

\$30/month

-Have your ad (with link to your website) appear in the middle section of the events page side columns. All \$30 ads will rotate weekly amongst the other \$30 ads on the page.

- Ad size: roughly 165 pixels wide x 150 pixels tall

-Ad will also appear on main page below intro box and on a separate page recognizing and appreciating our sponsors, rotating among same price ads.

-If you would like to prepay for 3 months of advertising, you will only pay \$75 (a \$15 value)

\$20/month

-Have your ad (with link to your website) appear in the lower section of the events page side columns. All \$20 ads will rotate weekly amongst the other \$20 ads on the page.

- Ad size: roughly 165 pixels wide x 85 pixels tall

-Ad will also appear on main page below intro box and on a separate page recognizing and appreciating our sponsors, rotating among same price ads.

-If you would like to prepay for 3 months of advertising, you will only pay \$50 (a \$10 value)

All sponsors

Will receive an e-mail at the beginning of each week, reminding you to send me any events you have in the near future. All you have to do is reply and tell me what you've got.

MullinsMania.com Advertising Agreement

Sponsor information

Name _____
Address _____
Phone _____
e-mail _____
website _____

Type of ad

___ \$40/month ad
___ pre-pay for 3 months (\$100) (\$20 value)
___ pre-pay for 1 month (\$40)
___ bill me monthly (\$40) (will run ad until instructed to discontinue)

___ \$30/month ad
___ pre-pay for 3 months (\$75) (\$15 value)
___ pre-pay for 1 month (\$30)
___ bill me monthly (\$30) (will run ad until instructed to discontinue)

___ \$20/month ad
___ pre-pay for 3 months (\$50) (\$10 value)
___ pre-pay for 1 month (\$20)
___ bill me monthly (\$20) (will run ad until instructed to discontinue)

Additional options

___ I do not have a website to link to. Please build me 1 page on MullinsMania.com to link my ad to. (\$50)

Timeframes

This ad agreement begins on _____ and ends on _____.

Thank you!

X _____ X _____
signature date

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