

QuadCities.com: Your Guide to “Everything Quad Cities”

QuadCities.com was first launched in 1995, by longtime Quad Cities residents Steve & Anne Holmes with the express goal of becoming the “go to” website for everything related to the Quad Cities. Our slogan, “Your Guide to Everything Quad Cities,” is a philosophy that defines both our readers and our service, plus it is what differentiates **QuadCities.com** from the competition. We’re not just about the demographics of the Quad Cities – we’re about the whole unique package: a Quad Cities way of life!

The site has **amazing depth**. Due to the site including local business listing information and directions for every place of business, restaurant, school, healthcare facility and real estate offering in the region, the site contains over **10,000 pages and 400 categories**. “Which is why we can confidently say this site covers Everything Quad Cities from A – Z” according to founder Steve Holmes.

Now 20 years old, **QuadCities.com** is a comprehensive digital publication covering the Quad Cities Metro Area, and is a recognized authority on internet search engines for the search term “Quad Cities”. We’ve become a **one-stop resource for everything needed in order to visit, live, work and play in our wonderful corner of the world**, which is uniquely defined by the fact that we’re nestled in Eastern Iowa and Western Illinois – in the only place where the Mississippi River flows from East to West.

QuadCities.com’s aim is to enhance your enjoyment of all facets of life in the Quad Cities – helping all of its resident readers become better informed citizens, and smarter consumers, while assisting our visitors and “wannabe residents” become better and more discerning tourists.








































Beyond that, the front page encourages the visitor to investigate the main sections, which include the normal community site offerings like **Lodging, Dining, Shopping**, but also include helpful and convenient links to **Local Gas Prices, TV Listings, Horoscope** and **Weather**.



It’s easy for the visitor to settle in and spend quite awhile in the site. After all, few sites are as dynamic and ever-changing as **QuadCities.com**, where new content is uploaded daily. Music to the ears of any advertiser!

Why We Dominate the Search Engines for Quad Cities & Quad City

Owning 39 of 40 best domain names for these terms guarantees a top search engine rank.

Extension	QuadCities	Quad-Cities	QuadCity	Quad-City
.com	 1995	 2001	 2003	 2002
.biz	 2002	 2003	 2001	 2006
.co	 2010	 2011	 2011	 2011
.info	 2003	 2003	 2004	 2007
.me	 2011	 2011	 2011	 2011
.mobi	 2006	 2006	 2006	 2006
.net	 2001	 2001	 2001	 2001
.org	--- ----	 2003	 2003	 2003
.tv	 2010	 2007	 2007	 2007
.us	 2002	 2004	 2002	 2003



Domain Name Owned (Premium)

--- Domain Name Not Owned



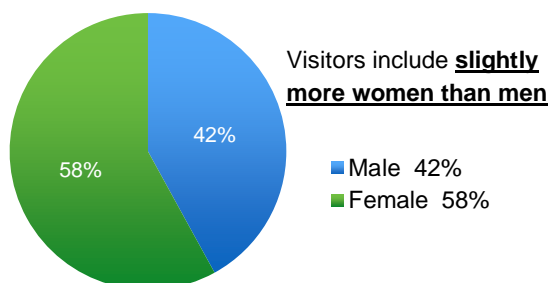
Domain Name Owned

---- Year Domain Was Registered

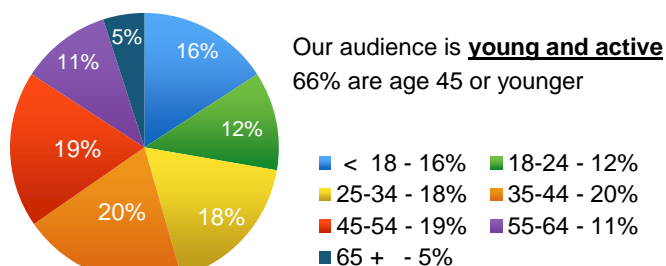
Audience Demographics

QuadCities.com is visited by the Quad Cities residents, potential residents, college students/faculty/staff, tourists and potential visitors, friends and family, plus anyone wanting information about the Quad Cities.

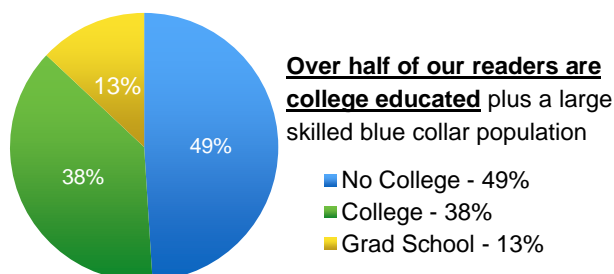
Gender



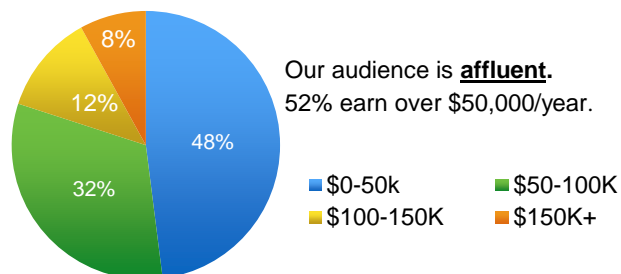
Age



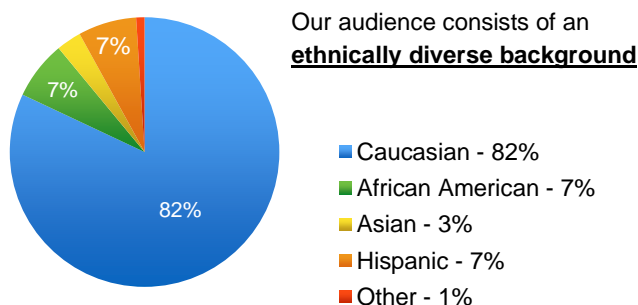
Education



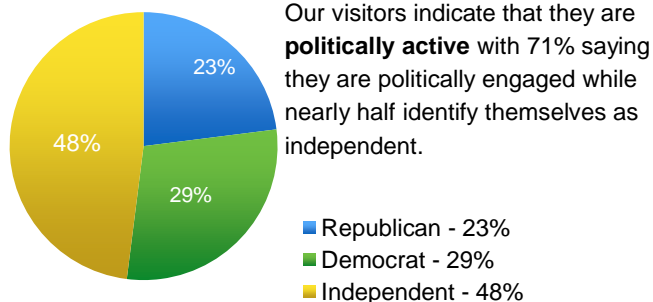
Household Income



Ethnicity



Political Affiliation





Website Traffic – <http://QuadCities.com>

QuadCities.com has been live for over 20 years and we are delighted to report that our audience is stable and continues to grow. We anticipate a significant growth in new traffic in 2015 as a result of our recent mobile initiatives and new promotional efforts which will begin soon.

	MONTHLY	YEARLY	INCREASE
Unique Visitors	16,882	186,708	+ 13 %
Visits	24,250	291,004	+ 7 %
Page Views	99,767	1,197,203	+ 19 %

Key Additional Facts:

Number of Visits per Visitor	1.63
Number of Pages per Visit	4.45
Avg. Time on Site per Visit	2 Minutes
New Visitors Each Month	10,075

Browsing Device:

Desktop Computer	44.76 %
Smartphone	44.48 %
Tablet	10.76 %

Social Media

Email Subscribers 6,516

YouTube Subscribers 496

 Twitter – <https://Twitter.com/QuadCitiesUSA>

Tweets 230

Followers 1,882

Why We Meet Google's Handicapped Accessibility Guidelines

The world contains **650 million people with disabilities**. Recognizing this, Google encourages all web developers and publishers to design and build products and applications with handicapped accessibility in mind in order to ensure everyone equal access to the Web.

We agree that making applications accessible not only ensures everyone equal access, but also benefits people without disabilities by allowing them to customize their web experiences. Which is why QuadCities.com is 100% compliant with Google's guidelines.

Because of our compliance, **QuadCities.com is automatically ranked higher in Google's search engine results**. We proudly designed our site using a product suite called **Multimedia Toolbox**, which helps us boost our site's Page Rank, and dominate Search Engine results for relevant keywords and increase Targeted Traffic.

We build incredible engagement by empowering readers with the ability to consume our content in a variety of ways including:

- **Reading** the content as traditional **Text**
- **Watching** the content in a **Video** format
- **Listening to** the content in an **Audio** only format

You can reveal the audio and video players by clicking one of the play buttons below:

**PLAY VIDEO****PLAY AUDIO**

Powered by MultimediaToolbox

We know our handicapped accessibility features are appreciated by our visitors, as stats for some of our articles show that nearly half of the visitors clicked on either the audio or video players.

Why it's Important that QuadCities.com is Rated as Mobile Friendly!

The quick answer is: When you access *QuadCities.com* from your mobile device, you can immediately see how close a business is to your current location.

So if you're leaving the gym after a great workout, you're burning calories like a fiend and you're really starving, you can quickly find the closest foodie fix on your smartphone! (Healthy food, of course!) Not only that – you can get instant directions to the nearest restaurant.

But it's more than that! Those who study Internet usage, report that having a mobile-friendly website is no longer just important, it's essential. The web is now truly universal with people browsing from their laptops, tablets, phones and TVs. And it doesn't stop there. Google Glass and the Apple Watch have been introduced, and while they aren't yet readily available, we know it won't be long before there are even more ways for people to access their favorite websites.



Mobile-savvy consumers are now the majority 50% of all traffic on the web and are increasingly less-forgiving of a poor mobile experience. **Google recently announced that more people use their mobile devices to search the web as opposed to desktop internet.** And, this April, Google now ranks mobile-friendly websites significantly higher in their search results than sites that are not. So, **if you want mobile traffic, you must be mobile-friendly.**

The problem is, not all web designs handily translate to mobile screens. How disappointing is it to be checking the web while you wait in line at Starbucks, and you encounter a website that isn't mobile friendly – which often means you just can't see the whole site! How frustrating! And most business owners know better than to irritate people who are in a buying mood!

The effort to provide a legible experience on a mobile device becomes even more disheartening when you realize that currently there are over 4,000 different screen sizes being created for mobile devices alone!

That's why *QuadCities.com* proudly utilizes what's known as responsive design. Our goal is to make your experience on our site frustration-free, no matter what device you use to access us! (And not all Quad Cities sites can promise you this.)

Why Advertise with QuadCities.com?

1. **QuadCities.com** is unique in its **exclusive coverage of the Quad Cities area**, with:
 - o Searchable online yellow pages of over 10,000 business with driving directions.
 - o Automatically updated information on news, weather, gas prices, TV listings, etc.
 - o While other sites may only promote their advertisers or members, we promote everything to encourage readers to come back often to start their search for anything.
2. **QuadCities.com** uses a **proven system ranking, organic traffic and reader engagement**:
 - o Hundreds of popular Quad Cities related search phrases rank **QuadCities.com** on the **1st page of Google, Yahoo! and Bing search results**.
 - o Stores and presents its content in a manner that search engines love to index & rank.
 - o Allows content to be found in multiple paths, like: drill down navigation, site search, or functional index tabs such as: Welcome, Visit, Live, Work and Play.
 - o We're fully **mobile-friendly** for the best viewing on any device and improved exposure.
 - o **Handicapped accessibility** serves all visitors while boosting page rank and traffic.
3. **QuadCities.com** is **run by people who understand marketing** to promote your business:
 - o You'll gain extra exposure by being featured to our active readership which spans the **QuadCities.com** website, **Facebook** and **Twitter** - along with other promotions.
 - o Our online stats show 25% of our visitors already return several times a week, and spend an average of five minutes of reading on this site each visit.
4. **We only approach businesses and organizations we believe in.**

Unique Marketing Capabilities

Community Partnerships

Gain **maximum visibility** by locking in the only Exclusive QuadCities.com Community Partner in your field. Not only will you get the highest possible online promotional impact on QuadCities.com, but your competition will be locked out of this type of visibility for as long as you continue your partnership. All this 24/7/365 promotional value for a fraction of the cost of traditional print or broadcast advertising.

Community Sponsorships

For those wanting to secure **significant promotional impact** on **QuadCities.com** with a **smaller budget** – and without exclusivity – we offer one sponsorship per type field of business. For about half the cost of a partnership, it provides less visibility and leads than a Community Sponsor, and does not prevent your competitors from leapfrogging above you.

Banner Advertising

Banner ads like leaderboards, skyscrapers and rectangles in targeted categories or run of site.

Enhanced Business listings

Businesses may **gain higher visibility** through Featured Placement and even Exclusive Placement of their listings. **Every business listing has its own web page** that may be enhanced by adding their unique message including text, photos, videos, menus, product information and links to additional information on their own website.

Social Media, Sponsored Content and Press Releases

Promote your message to our many Facebook and Twitter followers.

Sponsor individual articles or entire topic sections of content written by either you or us.

Press Releases about your company happenings.

Community Partners and Sponsors

Gain maximum visibility as a QuadCities.com **Community Partner** by locking-in your exclusive place as the only organization in your field to partner with us. Not only will you get the highest possible online impact on QuadCities.com, but your competition will be locked out for as long as you continue your partnership. Get all this 24/7/365 promotional value for a fraction of the cost of traditional print or broadcast advertising.

Community Sponsors get lesser features and visibility at a lower investment.

BENEFIT	SPONSOR	PARTNER
Annual Investment -- (2 months free with annual pre-payment)	\$5,000	\$10,000
Monthly Investment – (Requires minimum one year commitment)	\$500	\$1,000
<u>Exclusivity</u> of locking-in the only partnership within each category	Only Sponsor	Only Partner
<u>Right of First Refusal</u> to retain your exclusivity for future years	Yes	Yes
<u>Leaderboard Banner</u> at top of home page and Run-of-Site		Yes
<u>Leaderboard Banner</u> at top of specific Section	Yes	
<u>Page Sponsorship Listing</u> in your primary business category	600x90 Below	600x260 Above
<u>Featured Business Listings</u> with your logo for all your locations	Yes	Yes
<u>Home Page Optima Business Listings</u> featuring your logo	Yes	Yes
<u>Displays at the top of our site's search results</u>	Yes	Yes
<u>Searchable keyword phrases</u> for locating your business listings	Up to 10	Up to 20
<u>Your logo prominently shown on every page</u>	Specific Section	Complete Site
Promote specials on <u>Twitter, Facebook and/or email</u> newsletter	Monthly	Weekly
Optionally provide <u>articles</u> as the exclusive columnist in your field	Monthly (1)	Weekly (2)
Publish a monthly <u>press release</u>	Yes (1)	Yes (2)
<u>Discount on additional advertising</u> purchases	25% (3)	50%
<u>Receive Leads</u> from Website	Yes (1)	Yes (2)

(1) As long as there is no Community Partner in the same category

(2) Locks out Community Partner from this benefit

(3) Discount not valid for Community Partner or Sponsor fees

Business Directory Listings

QuadCities.com contains a complete yellow page directory of every business in the Quad Cities. These listings may be found by either drilling down into categories, or by searching with keyword phrases like "fast food" or entering a partial business name and/or street. Any organization may pay to enhance their listing with links to their web site, or by moving it to the top of the page as a Featured or Ultimate listing.

Page Sponsorship Listing – Top Banner

Your business exclusively listed above all others on the **QuadCities.com** page for your field. Includes Featured Listing below. This includes first right of refusal to continue to prevent your competitors from buying this ad for as long as you continue renew and pay for this listing.

[\\$100/Month](#) or [\\$1,000/Year](#)

Featured Listing with Logo

Get high visibility for your business with a more prominent and enlarged listing and company logo on **QuadCities.com** with links to both your company website and a full details page with description, pictures and/or video and driving directions.

[\\$30/Month](#) or [\\$300/Year](#)

Enhanced Basic Listing with Link to Your Website

Your business listed on **QuadCities.com** with a link to your company website and driving directions.

[\\$75/Year](#)

Note: [2 months free with annual payment](#)

Way Finding: [Davenport](#) | [Moline / East Moline](#) | [Rock Island](#) | [Bettendorf](#)



Great Steaks. 7 Nights a Week.

Featuring dry aged prime and choice meats and jet fresh seafood any night.

Or enjoy casual dining with our Chop Bar Menu, accompanied by our extensive martini, wine, and scotch collection

For reservations call: 309-762-4700
www.bschohouse.com

1601 River Drive, Moline, IL 61265

Featured Listings Dining

 APPLEBEE'S NEIGHBORHOOD GRILL 3005 W KIMBERLY RD Davenport, IA 52806	 (563) 445-8646  Website	 View Map  Davenport
 BASS STREET CHOP HOUSE 1601 RIVER DR Moline, IL 61265	 (309) 762-4700  Website	 View Map  Moline

Dining Listings

Total Record(s) Found: 580 Displaying 25 per page.

Page 1 of 24 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [Next »](#)

14TH AVENUE WAFFLE SHOP 4128 14TH AVE	Rock Island, IL 61201	(309) 788-4181	 View Map
A & W ALL-AMERICAN FOOD 212 S CODY RD	Le Claire, IA 52753	(563) 289-5083	 View Map

Banner Advertising

Below, describes banner ad space on **QuadCities.com**. Color-coded example placements can be seen in the diagram to the right. Except where told otherwise, all banner ads are “Run of Site” – displayed randomly on all pages of **QuadCities.com**.

Leaderboard - Size 728x90

Our most prominent banner located at the top of the site in the header, above the navigation, will appear on all pages, excluding home page.

\$250/Mo., \$2,500/Yr.

Rectangle - Size 300x250

A large rectangle banner located in the sidebar of the site. This banner will appear on all pages of the site at random.

\$150/Mo., \$1,500/Yr.

Skyscraper Narrow - Size 120x600

A tall vertical banner located in the sidebar of the site. This banner will appear on all pages of the site at random.

\$100/Mo., \$1,000/Yr.

Skyscraper Wide - Size 160x600

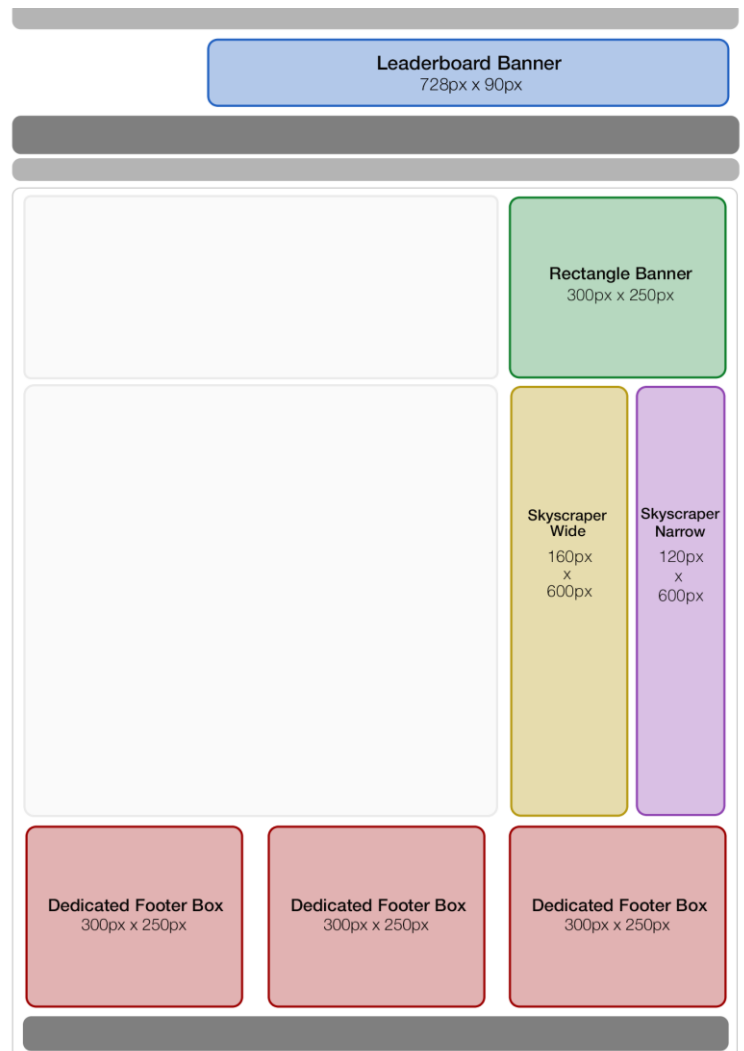
A wider tall vertical banner located in the sidebar of the site. This banner will appear on all pages of the site at random.

\$120/Mo., \$1,200/Yr.

Dedicated Footer Box - Size 300x250

A unique square banner located in the footer of the site. This banner will appear on all pages of the site and is not shared with any other advertiser.

\$250/Mo., \$2,500/Yr.



Note: 2 months free with annual payment

Other Promotional Opportunities

Home Page Optima Add-On Business Listing

\$60/Mo. or \$600/Yr.

Clickable Logo Featured on the *QuadCities.com* Home Page in an appropriate category.

Note: *This add-on requires an Page Sponsor or Featured Listing.*

Home Page Slideshow

\$500/Mo. or \$5,000/Yr.

Feature yourself prominently with a large banner in our home page slideshow that is clickable to a published article about your organization or event. This can be active for up to one month, and subject/content must be approved by *QuadCities.com*.

Promotion in Facebook, Twitter and/or YouTube

\$250/Wk. or \$5,000/Yr.

Let us promote your message to our subscribers through Twitter, Facebook, YouTube and/or email newsletter. These can be sent once or weekly for an entire year.

Sponsored Article

\$150/Article

Sponsor a single blog post article, with your 600x300 clickable banner near the top of the article, and we'll keep your banner posted for a year, allowing you to benefit from both the initial rush to read daily articles, and later readers who arrive from the search engine.

Sponsored Blog Category

\$250/Mo. or \$2,500/Yr.

Sponsor all of the articles belonging to an entire topic for a specific period of time. This is a great way to get ongoing repeat exposure to a highly targeted subset of our readers. It also lets you prevent your competitors from sponsoring the same topic group of articles.

Live Social Media Stream

\$100/Mo. or \$1,000/Yr.

Publish an individual page on *QuadCities.com* for your event or organization which includes the latest social media posts referencing your unique #hashtag. This pulls from Facebook, Twitter, YouTube, Instagram, Pinterest, Vine, etc. Stream is updated every 10 minutes on the day of your event/promotion, and hourly before and after. Higher frequency is available after requesting specific quote.

Note: *2 months free with annual payment*



What Can QuadCities.com Do for YOU?

We realize that this document is full of information and offers lots of options for promoting your business or organization, which can be confusing. We want to make understanding this process as fast and easy as possible.

So, we'd love to work with you one-on-one to plan your custom marketing plan.
Please contact your personal Sales Associate, or the general contact at the bottom of this page.

Thank You So Much for Considering QuadCities.com.

We look forward to doing everything we can to keep your business top of mind with our dedicated **QuadCities.com** readers.

For more information, please contact us:

Mark Christenson, Sales Director

(563) 723-2569

Mark@QuadCities.com

www.QuadCities.com

Steve Holmes, Founder & CEO

(563) 823-8428

Steve@QuadCities.com

www.QuadCities.com