



Media Kit - December 2009

Who We Are

We're dedicated to targeting the hyper-local market and the travel and tourism industry.

Best Of, Inc. , was founded in 2004 by Texan, Carrie Layne. In 2004, Carrie was living in the Cayman Islands and immediately saw a need for a hyper-local hub where Cayman locals, new residents and travelers alike could get an inside look at the best places to shop and play, where to stay and more – all while learning about the island from the perspective of others.

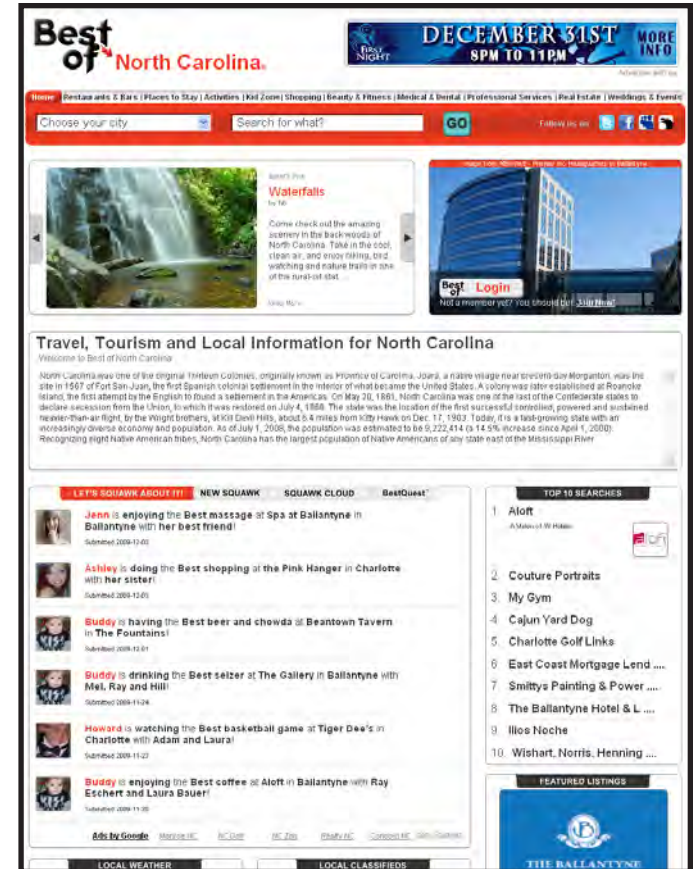
Following BestofCayman.com's success, we expanded into Texas in 2008 and launched BestofTexas.com. BestofNorthCarolina.com and BestoftheCaribbean.com launched at the end of 2009. In 2010 we plan to launch BestofEurope.com.

In less than two years, our sites have climbed into the Top 1% of all websites in the world and receive millions of hits per month! These numbers and rankings continue to improve as we grow.

We keep locals and travelers in the know on:

Restaurants, Bars & Clubs
Kid-Friendly Establishments
Beauty & Fitness
Professional Services

Shopping
Lodging & Real Estate
Medical & Dental Providers
Local Events & Activities



Your Marketing Needs Are Our Priority

We'll help your customers make informed decisions about your business by providing meaningful features like:

Video & Photo Galleries

Customer Reviews

Online Coupons & Menus

Map Location Searches

Reservations & Appointments Maker

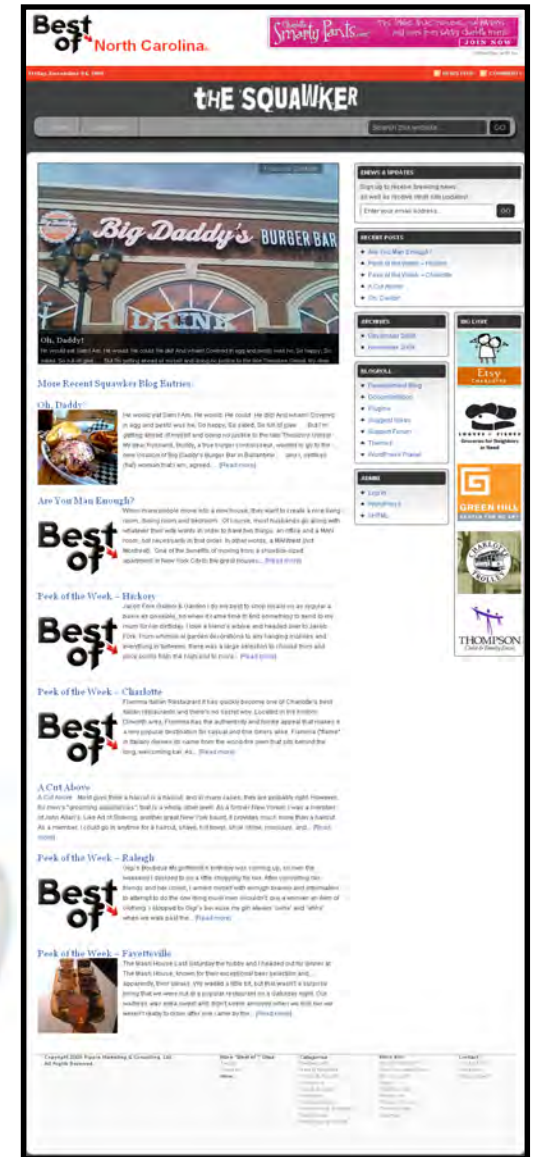
eMailers & Newsletters

Our Advertising Dollars Work For You

We take the leg-work out of marketing your business by supplying you with a variety of tools which not only thank your customers, but also encourages them to visit our site, write reviews, write about and rank their experience at your establishment. These tools provide you with valuable feedback and content for your marketing materials. But we don't stop there!

We know that in order to get the most from your investment, we have a responsibility to you, the advertiser, to promote ourselves and your business to the best of our ability. That's why you'll always find us busy on our Best of North Carolina blog, The Squawker, and on our Twitter, Facebook, MySpace and Flickr accounts!

We also aggressively market ourselves and our advertisers to the community traditional media, interactive and outdoor advertising and community events. In addition, we work hand in hand with our advertisers, offering special vacation promotions, ticket and gift certificate giveaways and more!



Customers You Want

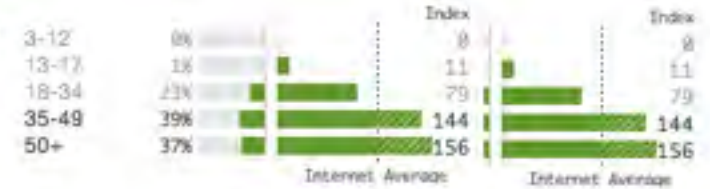


Other Ethnicities

There are more visitors of other ethnicities here than average.



Older



No Kids In Household



More Affluent

This site attracts a more affluent audience.



Graduates And Post Graduates

There is a high index of Graduates and Post Graduates here.



Results You Can See

When you advertise with Best of North Carolina, you've partnered with major search engines by using our unique search engine optimization (SEO) techniques. Leveraging SEO, we can deliver you every potential customer who is searching for your specific product or service in your exact area. Our websites come up #1 organically for thousands of popular search terms across Yahoo, Google, and Bing. With our proprietary "SEO Boost" technology, your business will rank high in search results when travelers are searching the Best of North Carolina. As an advertiser, you'll also receive a unique username and password which will provide you immediate, anytime access - 24 hours a day, 7 days a week - to your account and your traffic reporting tools.

Once you log in you will find essential information including the number of times customers have:

Viewed your listing

Viewed your banner

Clicked through to your website

Viewed your phone number

Viewed your coupons

Viewed your brochures or menus

Viewed your photo gallery and/or videos

Viewed your phone number

Sent reservation or appointment requests

Read or written reviews



You'll also see the amount of times search engine crawlers have viewed and updated their content based on the information and keywords you have on your Best of North Carolina listing!

Finding What Works Best For You

With our advertising packages starting off at around a few dollars a day, can you afford not to advertise with us?

	Basic	Enhanced	Premium	Platinum
Company Name	✓	✓	✓	✓
Address	✓	✓	✓	✓
Phone Number	✓	✓	✓	✓
Tagline	✓	✓	✓	✓
Sub-Categories	1	2	4	8
NEW SEO Boost		✓	✓	✓
Business Description		✓	✓	✓
Contact Email		✓	✓	✓
Link to Website		✓	✓	✓
Reviews		✓	✓	✓
Map It!		✓	✓	✓
Your Logo			✓	✓
PREP Reservations			✓	✓
Photo Gallery			6	12
Coupons			2	4
Brochures			2	4
NEW Video Tour				✓

Finding What Works Best For You

Basic Listing:

Carlos Italian Restaurant and Pizza

Phone Number (704) 597-7511
5130 N Tryon St Charlotte, NC 28213
Restaurants-Italian

Enhanced Listing:

Wishart, Norris, Henninger, and Pittman, P.A.

Phone Number
6832 Morrison Boulevard
Charlotte, North Carolina 28211

[Email Us](#) | [Send to a Friend](#) | [Send to Phone](#) | [Website](#)

Our goal is to be the best legal choice for entrepreneurs and SMB's



Overview Reviews Squawks

Wishart, Norris, Henninger, and Pittman, P.A.

Finding a lawyer is easy. Finding a lawyer who understands the specific needs and goals of entrepreneurs and owners of closely-held businesses...that's a different story.

At Wishart Norris Henninger & Pittman, we understand because we've been there, too. Our partners are owners of a closely-held business, and our business just happens to be law. We have first-hand knowledge of the same challenges faced by our clients as they navigate the various stages of their business life cycle.

Over the past 32 years, we've grown from a practice of three attorneys to a firm with more than 75 employees. Along the way, we've earned a solid reputation and a unique distinction in the Carolinas.

Our goal is to be the first choice for entrepreneurs and owners of closely-held businesses. Large or small. National or international. Whether a company has annual revenues of \$100,000 or hundreds of millions, we value all clients, and for each we work tirelessly to achieve positive results in the most cost-effective manner possible.

Simply put, the difference is personal at Wishart Norris Henninger & Pittman. By forming relationships that last, our

Finding What Works Best For You

Premium Listing:

Aloft

Phone Number (704) 247-2221
13139 Ballantyne Corporate Place
Charlotte, North Carolina 28277

[Email Us](#) | [Reservation](#) | [Send to a Friend](#) | [Send to Phone](#) | [Map](#) | [Website](#)

A Vision of W Hotels



Overview Reviews **Photos** Squawks

Photo Gallery



Aloft -



Finding What Works Best For You

Platinum Listing:

Providence Country Club

Phone Number (704) 846-8475
6001 Providence Country Club Drive
Charlotte, North Carolina 28277

[Email Us](#) | [Reservation](#) | [Send to a Friend](#) | [Send to Phone](#) | [Map](#) | [Website](#)

Providence Country Club prides itself on being Charlotte's premier family Club



[Overview](#) [Brochures](#) [Reviews](#) [Photos](#) [Squawks](#)

Photo Gallery



Providence Country Club -



Finding What Works Best For You

Make an Even Bigger Impact!

Take advantage of our in-house design and content team. We can build you site wide banners, email blasts, Flash ads and add you to our monthly newsletters. Simply call or contact one of our Account Executives to get started.

Email Blasts & Monthly Best of North Carolina Newsletters

Use our email database to reach over tens of thousands of subscribers in your area. Target a specific audience or reach out across the entire world.



theReef
Cayman Islands

NEED A VACATION?

The Reef Holiday Getaway

Simply Relaxation - Located on Grand Cayman Island's East End, away from the crowds.
Relax this Holiday Season -
on a white, sandy beach with clear blue water ocean views!

BOOK EARLY AND SAVE UP TO 25%!
CLICK HERE for more details!

The Reef Resort
Call: 1-888-232-0541
Email: reservations@thereef.com

Finding What Works Best For You

Display Advertising

Create your own display ads or ask our talented Content & Design Team to create something unique just for you. You have a choice of many sizes and a choice in placement, either on our homepage, on a main category page, or even on our Best of North Carolina blog, The Squawker. Simply contact an Account Executive for more details.



TEXIFORNIA



Finding What Works Best For You

Advertorials

Our writers are well versed in capturing the spirit of North Carolina, why not have us write about your place of business on our blog? We'll highlight everything that makes you the best at what you do in a fun, casual and conversational way, include first-person accounts, photo gallery, prominent homepage placement on the blog and Best of North Carolina. Minimum of 500 words per advertorial.

Here's a portion of what Amanda W. had to say recently about Petropolitan:

“As we were walking around Petropolitan’s cozy boutique this morning, I saw that Chris is carrying a wonderful new line of dog toys made by A Cheerful Pet. Chris saw me become immediately obsessed and explained that these beautiful, whimsical toys are handcrafted by artisans in Nepal and each piece is made with 100% all natural, boiled New Zealand wool. The best part about A Cheerful Pet’s toys, besides their looks – is that by purchasing you are helping Nepali women provide for their families and proceeds go to help provide food, shelter and education for the children of the PUMA orphanage in Nepal! We also noticed Edwina’s favorite line of toys and purchased a new, sock-monkeyesque Crunchie for four bucks less than what PetSmart charged us. In addition to toys and treats, Petropolitan also carries really cute shirts, collars, dog accessories, shampoos, soaps and conditioners.”


The screenshot shows the homepage of the 'Best of North Carolina' website. At the top, there is a navigation bar with the 'Best of North Carolina' logo on the left, the 'LCRG' logo in the center, and the 'LAUGHLIN COMMERCIAL REALTY GROUP' logo on the right. Below the navigation bar is a search bar with the text 'Search the website...' and a 'GO' button. The main content area features a large article titled 'THE SQUAWKER' with a colorful illustration of a dog on a platform. To the right of the main article is a sidebar with several sections: 'NEWS & EVENTS', 'MORE FROM OUR BLOG', 'FEATURED', and 'RECOMMENDED'. The 'RECOMMENDED' section includes a link to 'No Invest Goods on eBay.com' with an image of various items. At the bottom of the page, there is a 'FOOTER' section with a list of links: 'Home', 'About Us', and 'Contact Us'.

Finding What Works Best For You

Featured Homepage Display

Want additional exposure for promotions and seasonal specials? These large, text and image-centric, static listings can be found on our homepage and city-specific homepages. You can reserve a Featured Homepage Display Ad for a full month on a first come, first served basis. Limited to only one of five positions, signing up early with an Account Executive will ensure you receive the months you request and your desired location(s).

FEATURED LISTINGS



Cajun Yard Dog
Great Food, Super Service EVERY TIME!



Editor's Pick

Pizza, Pizza
by Hillary R

If you're looking for the best borscht in town, I'm probably not your gal (yet), but if you want to know about pizza, take it from me. As a transplanted New Yorker, I am a tota...

[Read More](#)

You Always Have Options

Whether you're just starting out or a seasoned pro, making the most of how you advertise your business should be one of your first priorities. If you're using print media to advertise your business, you may be throwing away your hard earned dollars! Ask yourself this: How many times have you picked up your daily newspaper or found your mailbox stuffed with direct mail and how many times do those items end up in your trash? Remember, you're a consumer too! If print media isn't working on you, it probably isn't working on your customers either.

You are Always in Control

We make it easy for you to sign up, build your own listing, upload your logos, photos, brochures and more using our one-of-a-kind 'Ad Builder'. In just four simple steps, before your eyes you'll instantly see your listing being created as you enter and upload your information. At any time after you've created your listing, you are free to log into your account and change any of your information and uploaded photos, brochures, video tours and logo! Change it hourly, daily, weekly, monthly - it's entirely up to you! Not feeling very web savvy? That's okay, we're always here to build a listing for you, too!

Happy Customers

"Also, thanks for all the props and forum bumps and all that. We really appreciate it, and I am personally really glad that we ended up going with you guys. You're the "real-est". Also, I love your blog design. Really nice work." - Josh at Captain Limousines

"You really surprised me with what your organization did with my professional services and business services placement. The opening produced video is fantastic and very impactful. The rest of the site is great." - Bill Blaylock, Action Coach

"Best of Texas has been the best return on my investment that I have found so far on the internet." - Little Gym of Plano

"Since I changed companies mid-year, it was easy for me to change and update my advertisement information on Best of Texas hassle free!" - Travel Leaders

"I love advertising with Best of Texas- Frisco. Last week I had 5 new clients come in that found me on your site." - Troy Richards Salon in Frisco

"This is the best company I have EVER advertised with. My business has grown tremendously. It is great what you offer with the listings. I would strongly recommend Best of Texas to any business owner. All of the sales reps are so nice and the best I have ever seen in customer service. Thank you Best of Texas!"
- Texas Star Landscaping

A Custom Fit

At Best of North Carolina, we're always here to help meet your needs, either with our do-it-yourself 'Ad Builder' or when you need something special from our in-house Content & Design Team. We'll work hand-in-hand with you to meet any design and advertising needs you can imagine. Whether you're looking for target specific or full-service advertising and marketing, graphic design, web development or you're just looking for the perfect thing to say - we're here to help!

Ready to Get Started?

We'll have you up and running in no time at all! Its easy to get started, simply:

Use our 'Ad Builder' Simply visit BestofNorthCarolina.com to get started immediately.

Contact our Advertising Department for a custom built listing, banner advertising, Flash-based ads, and advertorials. You'll receive a full, one-on-one consultation to ensure you get the advertising - and recognition - your business deserves!

Email us at Info@BestofNorthCarolina.com

It really is that easy!