



**Media Kit - 2010**

# 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 native Texan, Carrie Layne. 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.

Because of BestofCayman.com's success, we've expanded into Texas with BestofTexas.com. We launched BestofTexas.com in 2008 and plan to expand to other states. 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

The screenshot shows the homepage of Best of Texas, a website by LCRG (Laughlin Commercial Realty Group). The page layout includes a top navigation bar with various categories, a search bar, and several content sections. A featured article titled 'On Top of the Mountain' is highlighted. Below this, there's a 'Travel, Tourism and Local Information for Texas' section. The 'Squawk Cloud' section displays user-submitted content, and a 'Top 10 Searches' list is provided. The page also features a 'Featured Listings' section with a 'Premier Transportation Services' advertisement and an 'Event Calendar' for September 2009.

# 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

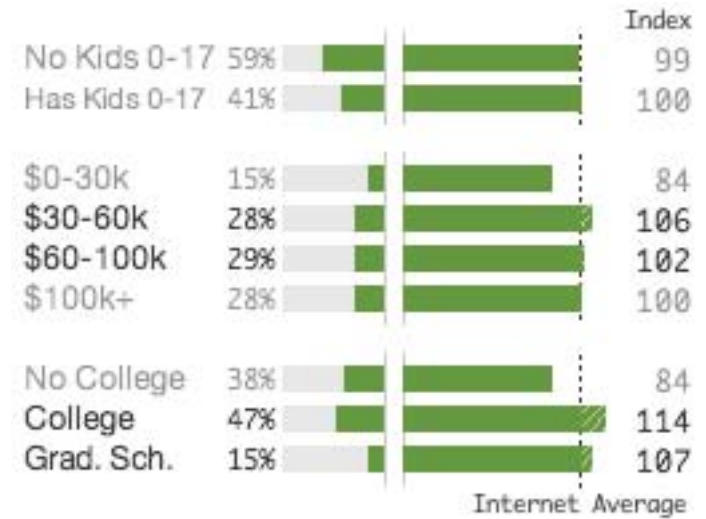
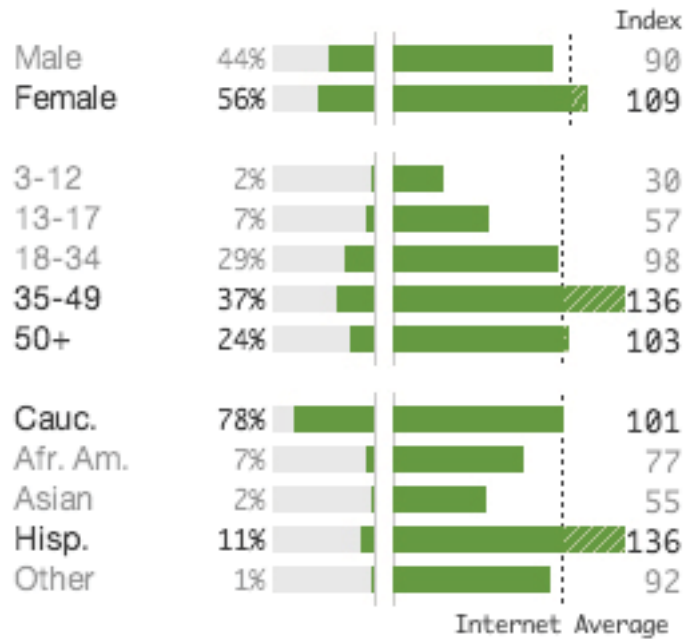
We take the leg-work out of marketing your business by supplying you with a variety of tools which not only thank your customers, but also encourages them to visit our site, write reviews, write about and rank their experience at your establishment. These tools provide you with valuable feedback and 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 Texas blog, The Squawker, and on our Twitter, Facebook, MySpace and Flickr accounts! In fact, BestofTexas.com is ranked in the TOP 10 of all Texas Twitter users as of August 2009.

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



Income represents total household income.  
100 index is internet average.

# Results You Can See

When you advertise with Best of Texas, 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 website comes 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 Texas. 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 Texas 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
<b>Company Name</b>	✓	✓	✓	✓
<b>Address</b>	✓	✓	✓	✓
<b>Phone Number</b>	✓	✓	✓	✓
<b>Tagline</b>	✓	✓	✓	✓
<b>Sub-Categories</b>	1	2	4	6
<b>NEW! SEO Boost</b>		✓	✓	✓
<b>Business Description</b>		✓	✓	✓
<b>Contact Email</b>		✓	✓	✓
<b>Link to Website</b>		✓	✓	✓
<b>Reviews</b>		✓	✓	✓
<b>Map It!</b>		✓	✓	✓
<b>Your Logo</b>			✓	✓
<b>NEW! Reservations</b>			✓	✓
<b>Photo Gallery</b>			6	12
<b>Coupons</b>			2	4
<b>Brochures</b>			2	4
<b>NEW! Video Tour</b>				✓

# Finding What Works Best For You

## Basic Listing:

### Woodforest National Bank

Phone Number 9365393535  
3101 W Davis St Conroe, 77304  
Banks

## Enhanced Listing:

### El Arroyo

Phone Number  
1624 W 5th Street Austin, Texas 78703  
Cultural Center of the Universe

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

**Overview** | **Reviews** | **Squawks**

### El Arroyo

Quotable El Arroyo

"We'll go down to El Arroyo have some tacos and beer, yeah and let ourselves go."

~Pat Green, Carry On Lyrics

"For me, it really comes down to great food. This town has the best food on the [College Gameday] tour, has great weather, great people. Austin is my favorite stop. We were able to get some good Tex Mex at El Arroyo"

~Kirk Herbstreit, ESPN Gameday 10/24/2005

# Finding What Works Best For You

## Premium Listing:

### Abbey Road Salon

[Phone Number](#)

4721 West Park Blvd. , Suite 98  
Plano, Texas 75093

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

Bringing the glamour and expertise of fine British and European Salons to Texas.



[4 Review\(s\)](#)



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

## Print Coupons



Best of Texas  
*the best place to be*

Best  
of



Abbey Road Salon

**Abbey Road Salon**

\$10 Off Any Service. (New Clients Only)

Redeemable for expressed offer at merchant only - no cash value.

# Finding What Works Best For You

## Platinum Listing:

### Halo Tea & Chocolate

Phone Number 4693625799  
6950 Lebanon Road , #106  
Frisco, Texas 75034

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

North Texas's Finest loose leaf teas and Gourmet chocolates. Now Open In Frisco!



2 Review(s)



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

## Photo Gallery



Halo Tea & Chocolate - Halo Tea and Chocolate  
Halo Tea and Chocolate



# 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 Texas 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 Texas, 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 Texas. Minimum of 500 words per advertorial.

Here's a portion of what Amanda Warr had to say recently about Ringo's Pub:

"When the Ringo Burger arrived I'm pretty sure we heard the sounds of trumpets and I'm positive the burger had some sort of golden aura about it. There it was, nearly 6 inches of stacked meaty goodness. We stared in awe at the layers – starting from top to bottom – griddled bun, lettuce, tomato, red onion, 1/3 lb hamburger patty, two sliced bangers, queso, two crisp onion rings, griddled bun – all held together with the stabby force of a large steak knife. So drawn to the monster, I got up and walked over to where Joshua was sitting. I just wanted to stare at it a little, scout's honor. But as I approached and caught wind of the aroma of this bovine beastie, without realizing it, I actually made a grab for the burger."

**Best of Texas** LCRG LAUGHLIN COMMERCIAL REALTY GROUP  
Click here for the best deals on Dallas office space

Wednesday, September 30, 2009

# THE SQUAWKER

Home Categories About Search this website... GO

**Featured Content**

**Daniel Johnston's Jeremiah Goes on an Adventure**  
Tooling around the interwebs last week, I saw that Daniel Johnston has a new iPhone game based upon his songs. Created by Austin outfit Dr. Fun Fun's Peter Franco, the game, named after Johnston's most recognized catchphrase, "Hi, How Are You?", is a rollicking adventure that finds Johnston's hapless characters, such as the

**More Recent Squawker Blog Entries:**

**Wednesday Morning Jam: Dr. Teeth & The Electric Mayhem**  
How is this related to Texas? I'm so glad you asked. See, being the great and talented Muppet songwriters they are, Paul Williams and Kenny Ascher saw fit to dedicate an entire verse to Texas and Dallas when they wrote the most epic, car painting jam that Dr. Teeth and The Electric Mayhem ever played in the history of EVER: "Lost my heart in Texas, Northern lights affect us, I keep it underneath..." [Read more]

**Texas Horse Named World's Tallest Might Lose Title?**  
Well gosh darn it, it was just last week that the Guinness Book of World Records announced that Texas' own Remington the Clydesdale was the World's Tallest Horse and now some Canadian horse named Poc is after the title. Remington and his mom, Cheryl Davis, waited over 10 weeks to find out if he was indeed the tallest and when the verdict finally came in on September 23rd, the world... [Read more]

**Austin and Plano to be Cake Wrecked This Weekend**  
Fans of Jen Yale's Cake Wrecks blog rejoice! You can meet the mastermind behind the blog - and now book - devoted to confectionary

**NEWS & UPDATES**  
Sign up to receive breaking news as well as receive other site updates!  
Enter your email address... GO

**MOST RECENT COMMENTS**

- Ashley on Ft. Worth Under Siege by Miniature Horses
- Blake @ Props Blog Ideas on Austin and Plano to be Cake Wrecked This Weekend
- Chuck Mayer on Texas To Do List: When The World's Fastest Turkey, Scarecrow Invasions & Music Festivals Collide
- Lindsay on In the Pink: A Truly Very Bella Baby Shower

**DON'T MISS THIS STUFF!**

- TLC's *What Not to Wear* hits our Amanda Geek Speak
- Eavesdropping Texas
- Trippin' Texas

**ADVERTISER**

**Northwestgoods.etsy.com**  
Ads by Project Wonderful! Your ad could be here, right now.

**TEXAS ARTS**

- Art&Seek
- Culture W/ire
- Glasstire



**BIG LOVE**

# 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



**Destination...Luxury**

Premier Transportation Services  
Destination.....Luxury



Editor's Pick

**Addison Eats: Local Canary Sings New Tune**

by Amanda Warr

New Mediterranean pioneer Chef Gorji renames his restaurant Canary by Gorji with an upgraded design while retaining his personally-pr .....

[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

*"I have found that investing precious marketing dollars is money well spent when partnering with a web site that has a strong search engine presence. That's exactly what I've found with Best of Texas. The importance of online marketing is increasing every year, and Best of Texas has been a great site for marketing my business and listing inventory. Just last week, I received a lead from my listing on Best of Texas from a guy that wanted me to show him condos in the Uptown, Dallas area. He said he found my Best of Texas advertising link when searching for Uptown real estate. Advertising with Best of Texas has paid for itself from just one lead for the next 5 years for me. Now, that is what I call a great return on my advertising investment!"*

- Brian Parker - Real Estate Agent at Ebby Halliday, Dallas, TX

*"I typically don't do ANY advertising. After meeting with Best of Texas, I decided to give it a try. I was so impressed with what they had to offer and it was very affordable. In the last three months, my business has increased and we just got a game-watching deal with a college alumni group with over 300 members! The guy said he found us on Google with my Best of Texas listing. I can't thank the Best of Texas team enough. They handle everything for me now from social media to marketing and PR. I highly recommend that every small business owner advertise with Best of Texas."*

- Tony Porcaro - Owner of Bella Restaurant, Dallas, TX

*"I love advertising with Best of Texas. Last week I had 5 new clients come in that found me on your site."*

- Troy Richards – Troy Richards Salon, Frisco, TX

## A Custom Fit

At Best of Texas, 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 [BestofTexas.com/create\\_listing.php](http://BestofTexas.com/create_listing.php) 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 [Advertising@BestofTexas.com](mailto:Advertising@BestofTexas.com)

It really is that easy!