



CYNJAX.com & CYN Entertainment

Redefining Nightlife in Jacksonville and Northeast Florida

“**CYNJAX.com**” launched in April of 2004, quickly becoming Northeast Florida’s most viewed complete nightlife guide. “**CYN ENTERTAINMENT & PROMOTIONS**” was created one year later due to a need for quality promotions in the growing Jacksonville nightlife scene. Combined, they are now the premier marketing vehicle for the nightlife community on the First Coast.

Nightclubs • Bars • Live Music • Events • The Arts • Dining • Movies • Community

“**CYNJAX.com**” is an innovative, real-time city guide with the most comprehensive and detailed Nightlife Events Calendar on the First Coast. With users contributing to the site on a daily basis, CYNJAX.com is truly the Events Engine that drives the Northeast Florida community.



“**CYN ENTERTAINMENT & PROMOTIONS**” is a full service marketing and promotions company dedicated to the Nightclubs, Bars, Restaurants, Theatres, Live Music Venues, Event Venues, and Local Businesses in Northeast Florida.



For the community, CYN (ClaimYourNightlife) makes experiencing all of Jacksonville's entertainments easier than ever before. We are dedicated to providing The First Coast a more memorable and affordable nightlife through partnerships with Jacksonville's bars, nightclubs, restaurants, and event venues.

For business owners, CYN provides cost-effective advertising, marketing, and promoting. We bring high-dollar capabilities to the local level – equalizing the playing field. CYNJAX.com allows businesses to access a highly active and educated local First Coast population.

Competitive Edge

We realize that radio and television advertising isn't always the best answer for reaching the young professional market. CYN creates and implements innovative and diversified non-traditional marketing campaigns to achieve what our clients desire most: traffic coming through the front door.

We develop a campaign plan with CYNJAX.com as the primary vehicle to strategically market and promote our client's product or services. We customize each marketing campaign to the budget and needs of each client. This can range from placing banner ads on CYNJAX.com to designing a street-level guerrilla marketing campaign to advertise your products and services.



Banner Advertising

CYNJAX.com averages over 75,000 pageviews per month with an audience target range of 25-35 years old. Reach socially active users as they research the best options for their entertainment, dining, and shopping dollars.

Placement

- All banners rotate throughout entire website for maximum exposure.
- Top Banners (440x100px)
- Side Banners (175x250px)
- Added Bonus: A copy of the banner (with link-through) will also be added to our MySpace bulletins going out to 3000+ locals (2-4 times per week)

Accepted Formats

- JPEG, GIF, Animated
- Files must be 300 DPI minimum
- We will also create a banner for you free of charge, please provide photos/graphics

Rates

| | 1x | 3-6x | 7-12x | 13x |
|--|-----------|-------------|--------------|------------|
| 440x100 Top Banner | \$39 | \$35 | \$33 | \$31 |
| 175x250 Side Banner | \$29 | \$26 | \$24 | \$23 |
| Top Banner Introductory Special for first-time advertisers: 4 week Placement for \$119 | | | | |
| Side Banner Introductory Special for first-time advertisers: 4 week Placement for \$89 | | | | |

*Rates subject to change. Please contact us for more information on any of our services.



Other Marketing Services

| Feature | Description | Rates* |
|-----------------------------|--|--|
| Banner Advertising | See Banner Ad info on previous page | Varies |
| Basic Venue Listing | Your venue page can be updated at any time simply by emailing venue info, nightly and event information to info@cynjax.com. | Free |
| Enhanced Venue Page Listing | Target your advertising even more! We'll upgrade your venue page. We'll add an editorial description, plus your logo and up to 3 photos (190x190 pixels each). | \$50 one time fee |
| Featured Venue Page Listing | At the bottom of each designated index page are 3 featured venues. Have your venue showcased here. | \$49 per month |
| Basic Event Listing | Simply email us event information and we'll keep our calendars up-to-date. | Free |
| Enhanced Event Listing | We create an event webpage for you on CYNJAX.com and link all pertinent calendars to it. A thumbnail image is also added to the calendar listings to highlight event. | \$30 per event, discounts for recurring events |
| Contests | CYNJAX.com will give away gift cards or prizes for your business. Each contest will run for one month. You decide how often the prizes are awarded (weekly or monthly). | \$50 per contest / Free with ad or service |
| Email Marketing | We will send an email out to our newsletter subscriber database advertising your event and/or business. | \$49 per email |
| Home Page Sponsor | Your business logo and message will appear on the home page for one week. | \$99 per week |
| Index Page Sponsor | Your business logo and message will appear on the index page of your choice for one week. You can target areas, features, etc. | \$49 per week |
| Happy Hour Party | Let us host your Happy Hour for you. We provide the contests and prizes, plus we do the marketing. | \$380 per event, you supply 1 free drink ticket per person |
| Birthday Marketing | Become a part of our Birthday Party Network. Our members can choose which Birthday Package they'd like to buy and which venue they'd like to celebrate at from our network. We advertise B-Day Packages on all literature, e-promos, and CYNJAX.com. | \$99 per month |
| MySpace Bulletin | A 175x250 Banner promoting your event and/or business (with link-through) will be added to our MySpace promotional bulletins going out to 3200+ locals (minimum 3 times per week). | \$19 per week |
| Flyers Distribution | 5,000 Flyers will be designed, printed and distributed at clubs, bars, businesses, organizations, and campuses. | \$590 for 5,000 \$990 for 10,000 |

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CYN Promotional Packages

We are dedicated to providing you with the best value for your business. Contact us for a free consultation. We can provide a customized package for you.

| | Basic Package* | CYN Hosted Package* | CYN Hosted Package Plus* |
|--|-----------------------|----------------------------|---------------------------------|
| One Time Event | \$99 | \$390 | \$790 |
| Monthly Event (per event – 3 month minimum) | \$79 | \$370 | \$770 |
| Weekly Event (per event – 4 week minimum) | \$69 | \$350 | \$750 |
| Rotating Side Tower Banner (175x250px) advertising event | X | X | X |
| Enhanced Event Calendar Listing on all relevant CYN Calendars | X | X | X |
| Email blast sent out to all CYN newsletter members | X | X | X |
| MySpace Bulletin: A banner promoting the event (with link-through) will be added to our MySpace bulletins going out to 3000+ locals (minimum 3-4 times per week) | X | X | X |
| Featured Event Listing on “Events” home page | X | X | X |
| CYN Photographer at event | | X | X |
| Photo Gallery posted on CYN | | X | X |
| Upgraded Venue Page to include event photo link to Gallery | | X | X |
| MySpace Group: Postings in relevant group forums advertising the event with banner and link-through | | X | X |
| MySpace Event Invite: An event page will be created promoting event and sent out to all 3,000+ friends | | X | X |
| Flyers: 5,000 Flyers will be designed, printed and distributed at clubs, bars, businesses, organizations, and campuses | | | X |

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