

What is Delco Family Guide?

A local directory and resident resource for Delaware County, Pennsylvania.

What is the brand mission?

To be the community resource for connection, discovery, and local happenings in Delaware County.

What makes Delco Family Guide unique?

Delaware county is a unique area of long term residents with deep roots and a true passion for their community. Delco Family Guide brings all that heart into one place. It offers a well-designed and human-moderated business directory so business owners can feel confident they will be well-positioned against real, desirable competition and not internet-generated junk listings. It also provides value to the community with desirable resources like a free marketplace for trading used gear, unique articles featuring local talent, and a community calendar for local happenings.

This is not a global marketplace or another ad-heavy local publication, it's a locally owned and operated hub for all things Delco. It's a place for community, connection, and discovery. And most importantly, it's 100% by neighbors, for neighbors.

Why should I advertise with you?

Delco Family Guide is run by two local creative directors with a collective 40 years in advertising. We understand businesses goals, user experience, brand positioning, the local market, and how these play together. We are creative-minded tastemakers and strive to bring a fresh perspective to our community in the form of sought-after content and valuable resources.

We bring our expertise to your business so that we can position your brand in the most desirable light. We work with local writers and photographers to create unique content that features your business' strengths. And finally, because we have full control over the content, you can rest-assured your brand will always be featured with other brand-safe stories and be delivered directly to your intended local audience.

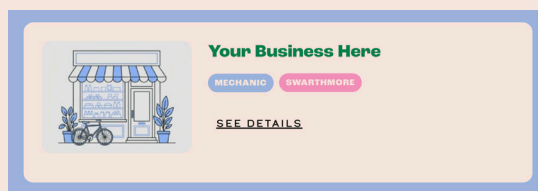
How can I partner with you?

There are many ways to partner with us. We are currently looking for businesses to join our directory. We are also looking for community managers and planners to share their upcoming events on our calendar for amplification and reach. And finally, we are looking to highlight local businesses owners, creators, artists, and neighbors with sponsored stories that bring their experiences and interests to our community.

Directory Opportunities

We offer flexible advertising options to fit your specific needs. To create a Directory Listing and/or Featured Promotion, visit delcofamilyguide.com/submit-listing/details

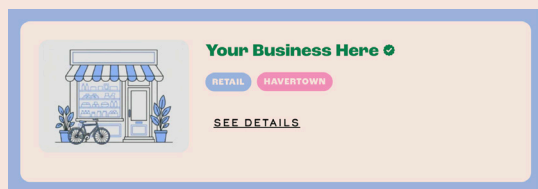
1. DIRECTORY LISTINGS:



General Listing

\$75 one-time fee

- Business Listing in our Directory
- Add as many photos of your business as you'd like
- Direct URL link to your website.
- Highly searchable directory interface for easy discovery.



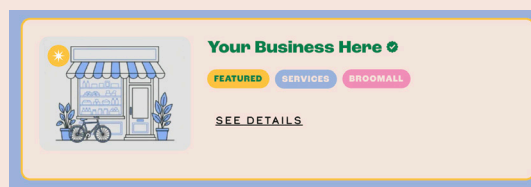
Verified Listing

\$100 one-time fee

- Everything in General Listing, plus:
- Receive a "Verified" badge next to your name
- Users can refine search to select Verified Businesses only.

2. FEATURED PROMOTIONS:

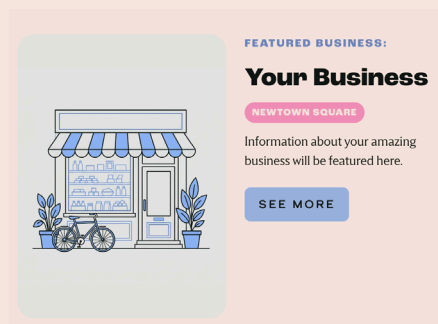
MUST BE A MEMBER OF OUR DIRECTORY



Featured Listing

\$150 for 30 days

- For 30 days your business listing will be featured in the Directory.
- Randomized, priority placement at the top of the Directory list.
- Listing is highlighted gold and indicated "Featured."



Featured Listing with Homepage promotion

\$300 for 30 days

- Everything in Featured Listing, plus:
- Business featured on our homepage with a direct link to your Business' Directory listing for 2 weeks during the promotion period.

Sponsored Packages

We offer sponsored packages that allow your business to achieve greater reach, higher impressions, and lasting impact. If you are interested in partnering with us for one of the below packages, please email info@delcofamilyguide.info

3. PREMIUM PACKAGES:

MUST BE A MEMBER OF OUR DIRECTORY

Newsletter, Homepage, & Social Package

\$500 for 30 days

- For 30 days your business listing will be featured in the Directory.
- Business featured on our homepage with a direct link to your Business' Directory listing for 2 weeks during the promotion period.
- Business featured in our newsletter with a direct link to your landing page in 1x weekly newsletter during the promotion period.
- Two featured social media posts during the promotion period. (1x static in-feed post, 1x static story post.)

Social Video Package

\$1000 for 30 days

- All of the above package, plus:
- Custom video & voiceover tour of your business for our social page (1x in-feed post, 1x story post.)

4. EDITORIAL PACKAGE:

Custom Content and Photography Package

\$4000 for 30 days

- We will develop custom editorial content that features your business in a unique way for the following placements:
 - 1x custom article about your business **permanently** located on our stories page.
 - Article featured for 3x days at top of our homepage during promotion period.
 - Article featured as cover story in 1x weekly newsletter during the promotion period.
 - Article content repackaged for our social media (1x in-feed post, 1x story post.)
 - Custom video & voiceover tour of your business for our social media (1x in-feed post, 1x story post.)
- Includes a 1-hour photoshoot with a professional photographer.

5. A LA CARTE MENU:

Secret Sale in Newsletter

\$250 for 1x newsletter mailing inclusion

- Give us a "secret" discount code that we will include in our weekly newsletter mailing for a special Delco Family Guide weekend shopping discount.
- This is a community favorite, and the time-sensitive deal is a major traffic driver.

Event promotion in Newsletter

\$100 for 1x newsletter mailing inclusion

- Your event will be featured in the upcoming events section of our weekly newsletter.
- Priority placement under cover story.

Contact Information

Kaitlyn Castillo, Owner & Head of Content
Delco Family Guide
info@delcofamilyguide.info

Delco Family Guide reserves the right, at its sole discretion and at any time, to reject, cancel, or rescind any advertising insertion order, campaign request, submission, or commercial partnership for any reason. This includes, without limitation, any content or material that Delco Family Guide deems incompatible with its brand standards, potentially unlawful, harmful, misleading, or in violation of internal editorial or ethical guidelines. Acceptance of an advertising kit, submission of rates, or initial acknowledgment of an insertion order does not constitute a binding commitment by Delco Family Guide to provide services or publish third-party materials.

The information, packages, and pricing contained in this kit are subject to change without notice and are provided “as is” without warranty of any kind, express or implied.