



BID MEMBER BENEFITS

Throughout the year, the 5th Avenue South Business Improvement District (BID) offers a number of free and paid advertising and promotional programs to highlight our 5th Avenue South BID members. These programs are in addition to the comprehensive Print, Public Relations, Television, Radio and Social Media brand image campaigns and event marketing the BID funds annually to promote The Avenue.

There are so many ways for you to join in the promotion of your business and 5th Avenue South BID. More than an Avenue. A Destination.

5TH AVENUE SOUTH MAGAZINE (cost attached)

An annual publication produced in conjunction with Naples Illustrated. The magazine is included with the November issue of NI and 85,000 are distributed throughout the year to multiple venues including Hotels, Chambers of Commerce, and Businesses.

This is the only 5th Avenue South only publication - it is also a revenue stream for the BID to help continue to promote The Avenue.

Deadline for securing your ad space is July 15th. Please contact Kathy Beuttel at KBeuttel@naplesillustrated.com or (239) 298-7506.

5TH AVENUE BUSINESS DIRECTORY (no charge)

A full directory of all BID businesses is published in the 5th Avenue Magazine, on our website, and on the displays in the parking garages.

Please send any updates or additions to: Gail Webster at gail@imacreative.com

PUBLIC RELATIONS (no charge)

The BID's advertising agency, IMA Creative, will write and distribute up to two press releases per year for all businesses. The types of topics that may be covered are Grand Opening, Anniversary, Industry Accolades, Events, etc. Releases that are published are also linked on the 5th Avenue South website in the NEWS section.

Please contact: Laurel Meny at laurel@imacreative.com or (239) 278-3034 ext. 701

RENDA BROADCASTING RADIO CALL-OUTS (no charge)

This is a monthly offering, providing three available opportunities per month. Your business is highlighted with copy you supply on all spots that run on Renda Broadcasting's family of radio stations -Bob102.9FM, Gator Country 101.9FM, Mix 104.7FM, WGUF 98.9 FM. We average 25 spots per station, per month.

Inclusion is on a first come, first served basis and businesses are allowed to participate once per year. Copy for the Call-Out is to be supplied by the business and should be 25 words or less - example: "Celebrate Christmas on 5th Avenue South at the annual Tree Lighting on December 7th, the Christmas parade on December 12th and Tuba Christmas on December 14th"



MORE THAN AN AVENUE. *A destination.*

5th AVENUE SOUTH

RENDA LIVE REMOTES (no charge)

On site broadcast with Dave Elliott from WGUF 98.9 FM. This is a two-hour block of time, either 1:00 - 3:00 pm or 4:00 - 6:00 pm. Two slots are open per month during the months of May, June, July, August and September and are on a first come, first served basis and offered only once per year for any business. It is simple to participate; the following are some details:

1. Determine a place in front of your location where Renda can set up their table with banner, two chairs, and a parking place near-by for the Renda van.
2. There will be four (two per hour) 60 second commercials that will be recorded with or without the business owner about your promotions, your business, and what you have to offer.
3. Renda will provide giveaways but would like to have something from you too like a gift card(s) though this is totally optional. You can also offer an on the spot offer to those listening e.g. cappuccino for anyone providing the correct code that is broadcast during the remote.

If you are interested, please contact: **Gail Webster** at gail@imacreative.com or (239) 278-3034 ext. 700

WEBSITE ADVERTISING (cost attached)

5th Avenue's website, fifthavenuesouth.com, attracts up to 240,000+ visitors per year. Advertising opportunities are available as follows:

Run of Site (ROS) appears at the top of all pages with space for five businesses total in the rotation

Internal Pages these ads are placed on all pages within a specific section e.g. SHOP

ROS ads annual cost: \$650 BID Member/\$950 Non-Member

Internal Pages annual cost: \$350 BID Member/\$600 Non-Member

Business can provide camera ready ad per specifications, or the BID can have an ad created for you for an additional cost of \$75.

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5th AVENUE SOUTH

MERCHANT FACEBOOK GROUP (no charge)

Be sure to join our Merchant Group (<http://bit.ly/2nZ8o8p>) on Facebook to share information with your neighbors and to provide us with info for possible posts on our main Facebook page. We also use this page to communicate important Avenue information with you, like road closures, events, etc.

FACEBOOK PROMOTION (no charge)

A monthly giveaway designed to showcase your business and drive people to your location. Each month we will feature an item from one of our 5th Avenue Merchants. On the following Friday, a winner will be chosen from the people who liked or commented and they will be notified that they won the item featured! We supply the winner with your information and the person comes in to pick it up.

If you are interested, please send a photo of the item you'd like featured in a giveaway, it's description and value to: Tara Geissinger at tara@imacreative.com. We will let you know when your item will post!

MONTHLY NEWSLETTER – ADVERTISING (cost attached)

One ad space is available at the top of the monthly electronic newsletter. The newsletter is emailed to 4,500+ annual and seasonal residents, 5th Avenue South property owners, City of Naples Mayor and staff, and 5th Avenue South merchants and businesses.

Monthly cost: \$75 Bid Member/\$95 Non-Member

If you are interested, please contact: Gail Webster at gail@imacreative.com or (239) 278-3034 ext. 700

MONTHLY NEWSLETTER – EVENTS (no charge)

A listing of upcoming events and happenings is included on the monthly newsletter. This is on a first come, first served basis with all information due on or before the 15th of the preceding month.

Please send all information to: Laurel Meny at laurel@imacreative.com or (239) 278-3034 ext. 701

MERCHANT OF THE MONTH (no charge)

Each month we will use the information from the newsletter's Merchant of the Month to showcase that Merchant on social media.



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