



**PROPER
PHILADELPHIA
ADVERTISING
INFORMATION PACKET**

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www.ProperPhiladelphia.com



PROPER PHILADELPHIA ADVERTISING INFORMATION

Benefits of Advertising

The premier source of social and cultural news among Main Liners today

Quickly becoming the area's favorite source for social and cultural news, properphiladelphia.com highlights the very best of people and events, delivering readers information about great local attractions, real estate, art and philanthropy. We offer advertisers a wide range of options to help engage with Main Liners – from Princeton, New Jersey to Wilmington, Delaware – no matter where they are residing at the moment. Through the power of the World Wide Web, we continue to reach Proper Philadelphians everywhere; whether they have moved to New York or the District of Columbia, we don't hold that against them (much).

Exclusive and Refined Readership

To define our target demographic, we focus not necessarily on The Main Line or Center City as a geographical area, but rather define our intended audience as "Main Liners".

Today's ideal Main Liners are educated, driven, consumers with good taste. They are fashionable but not too trendy, well-spoken but not outspoken, philanthropic, creative, entrepreneurial, and independent. And yes, many of them drive fancy cars, buy expensive homes, immerse themselves in fine dining experiences, attend black tie galas and other glamorous events, or treat themselves to your business' products or services – at least they will once you get your ad up!

Flexible and Cost Effective Packages

With several advertising options and combinations available, *Proper Philadelphia* will work with you to build an advertising campaign custom tailored to suite your needs. Whether you are interested in a one-time advertisement for the event you are hosting next month; long-term website advertising to bring people into your business; a listing in our Real Estate section; or sharing a more exclusive offering directly with our most loyal readership via one of our e-mail newsletters, we will help you select an option, and a price, that works with your budget.

Full Range of Solutions

Even if you have never advertised online before or you don't have a professional graphic designer available to create your advertisement, our staff will help you with every step of the process. We can even design a great looking advertisement for you, host it on our site, and send you the file so you can use it next time, even if it is not with us.



PROPER PHILADELPHIA ADVERTISING INFORMATION

About Proper Philadelphia

[What is Proper Philadelphia](#) | [Geographical Reach](#) | [Target Demographic](#) | [Derivation of Our Name](#)

What is Proper Philadelphia?

An online source for social and cultural news in the region, *Proper Philadelphia* is committed to bringing our readers news about the best in the arts, independent business, philanthropic giving, real estate, dining, and shopping, and of course to highlight the best of people and events in our fair city. *Proper Philadelphia* follows the goings on of Philadelphia's most philanthropic, fashionable, and civic-minded individuals.

What geographical area does Proper Philadelphia cover?

"The Main Line" and Center City Philadelphia, however for our purposes The Main Line is not limited to traditionally defined borders, but covers the corridor from Princeton to Wilmington and includes areas like Chestnut Hill, Edgemont, Chads Ford and Newtown, not simply the strip along Lancaster Avenue between Ardmore and Devon.

Philadelphia's Main Line is as much a set of ideas and sensibilities as it is a set of zip codes. Our readers are not necessarily people who live in the narrowly defined geographic areas in which much of the news and events we cover take place, but rather a group of like-minded individuals, sharing a set of common civic bonds.

Examples of actual geographic areas for those who insist: OVERBROOK – MERION – NARBERTH – WYNNEWOOD – ARDMORE – HAVERFORD – BRYN MAWR – ROSEMONT – VILLANOVA – RADNOR – SAINT DAVIDS – WAYNE – STRAFFORD – DEVON – BERWYN – DAYLESFORD – PAOLI – MALVERN – EXTON – BALA-CYNWYD – GLADWYNE – NEWTOWN SQUARE – HAVERFORD TOWNSHIP – WEST CHESTER – BROOMALL – DREXEL HILL – CHADDS FORD – WILLISTOWN TOWNSHIP – WESTTOWN – SWARTHMORE – MEDIA – KING OF PRUSSIA – CONSHOHOCKEN – PLYMOUTH MEETING – VALLEY FORGE – EDMONT – GLEN RIDDLE – SPRINGFIELD – WALLINGFORD – CONCORDVILLE – GLEN MILLS – THORNTON – DOWNINGTOWN – GLENMORE – KENNET SQUARE – CHESTER SPRINGS

What is Proper Philadelphia's target demographic?

To define our target demographic, we focus not necessarily on The Main Line or Center City as the description of a geographical area, but rather define our intended audience as "Main Liners".

Today's ideal Main Liners are educated, driven, consumers with good taste. They are fashionable but not too trendy, well-spoken but not outspoken, philanthropic, creative, entrepreneurial, and independent. And yes, many of them drive fancy cars, buy expensive homes, immerse themselves in fine dining experiences, attend black tie galas and other glamorous events, or treat themselves to other high-end products or services.

What is the derivation of the name Proper Philadelphia?

Our title, *Proper Philadelphia*, is a tongue-in-cheek reference to the work of the late E. Digby Baltzell of the University of Pennsylvania's Department of Sociology. Baltzell's work chronicled the ethnic and sociological heritage and pastimes of America's elite, using Philadelphia's class structure and mores as a prototype.

Our definition of contemporary Proper Philadelphia is based in the civic and social responsibility exhibited in Philadelphia's society.

Proper Philadelphians remain 'fashionable' members of society in town (as well as in the burbs and beyond), but are as a whole far less fashionable in the traditional sense than New York socialites. Rather, a set of common civic bonds tie these individuals to each other; these are the folks rallying to bring great art to our city, to improve the quality of life, to conserve our land...



PROPER PHILADELPHIA ADVERTISING OPPORTUNITIES

There are currently two options for advertising with *Proper Philadelphia*: a banner advertisement running continuously on properphiladelphia.com; or an advertisement at the top of one of our E-mail Newsletters. While you cannot go wrong with either of these options, a combination of the two will provide your business or event with the utmost visibility to our readership. You may choose to submit your own graphics, or have our design team develop your advertisement for a minimal remuneration. Specialty in-page advertising options currently exist for real estate listings and are coming soon for other sections as well.

Website Advertising

For a limited time properphiladelphia.com is running four banner advertisements that appear universally on all pages (sections) of the site – giving your business maximum exposure with the purchase of a single banner location. This special offer will only last a short time, at which point advertisers will select one of the four banner locations and choose the specific section(s) where the ad will appear. Universal package options will also be available, so the opportunity to run ads across all sections will still exist. Website advertisements generally run in one week blocks, Thursday – Thursday, though with advanced notice we can make other arrangements.

E-Mail Newsletter Advertising

Our e-mail newsletter is growing in popularity. We currently have a subscriber list of 500+ individuals who have signed up to receive our newsletter via e-mail, and that number is growing by the day. The newsletter, which goes out one or two times per week to our most loyal readers, contains a place at the very top for your advertisement.

This advertising space is perfect for event advertising and very affordable. It is a one-time advertisement that will go out instantly to our most loyal readers, and is the first thing they will see when opening our newsletter.

Special Options for Real Estate Advertising

Proper Philadelphia's Real Estate section has always been one of our most popular features. When a listing is included as a featured column in our E-mail Newsletter, more often than not these articles get the most views from our subscribers. Real Estate advertisements can be a listing in our Real Estate section, a banner advertisement on properphiladelphia.com, or can take the form of one of the two featured columns in our E-mail newsletter.

A property listing in the Real Estate section includes photos of the property, a brief commentary by our editor (who is also a realtor), followed by the official listing description, and a link to the real estate agent or company website. This advertisement features at least a three day posting on the home page as a "featured article", and will post concurrently in the Real Estate section. After its run on the home page, it will remain in the Real Estate section indefinitely, or until you desire us to remove it

Available combination packages of all three advertising options are perfect for realtors and you can choose to run the advertisements simultaneously, or we can stagger the dates for extended exposure.



PROPER PHILADELPHIA ADVERTISING RATES

Website banner advertising rates are for weekly durations, however in most cases can be tailored to suit the individual needs of our advertisers.

The E-mail newsletter ad rate is for a banner ad at the top of one newsletter.

Special rates can be arranged for bulk purchases and customized solutions combining advertising options can be created based on the individual needs of our advertisers.

BANNER ADVERTISEMENTS		PACKAGE DEALS	
<u>AD LOCATION</u>	<u>RATE</u>	<u>PACKAGE</u>	<u>DEAL</u>
TOP OF PAGE	\$100	Purchase 3 Weeks <i>(any ad location)*</i>	Receive ½ Off a 4 th Week**
UPPER SIDEBAR	\$75		
LOWER SIDEBAR	\$75	Purchase 4+ Weeks <i>(top ad only)*</i>	Free Bottom Ad for 1 Week†
BOTTOM OF PAGE	\$50		
E-MAIL NEWSLETTER	\$30	1 Top Banner & 2 Newsletter Ads	\$140

ADDITIONAL SERVICES

Graphic Design <i>(we design/create ad)</i>	\$45 Additional Fee
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SPECIFICATIONS

<u>BANNER STYLE</u>	<u>REQUIRED SIZE</u>	<u>OPTIMAL RESOLUTION</u>	<u>FILE TYPES</u>
TOP	729 x 90 <i>(width x height, pixels)</i>	700 dpi <i>(can be lower)</i>	.JPEG or .PNG
SIDEBAR	166 x 567 <i>(width x height, pixels)</i>	700 dpi <i>(can be lower)</i>	.JPEG or .PNG
BOTTOM	940 x 156 <i>(width x height, pixels)</i>	700 dpi <i>(can be lower)</i>	.JPEG or .PNG
BOTTOM	940 x 156 <i>(width x height, pixels)</i>	700 dpi <i>(can be lower)</i>	.JPEG or .PNG
E-MAIL	767 x 95 <i>(width x height, pixels)</i>	700 dpi <i>(can be lower)</i>	.JPEG or .PNG

**All weeks must be purchased at the same time for package rates to apply. Package deals cannot be combined with special rates.*

*** 4th week ad must be of equal or lesser value to the highest rate ad purchased.*

† Date range for free bottom ad posting will be determined at the sole discretion of the publisher ("Atlee Homes, LLC"). Clients may request specific date ranges. Requests are not guaranteed, however they will be honored whenever possible. Free ad will be posted and run within 30 days of initial purchase date.



PROPER PHILADELPHIA
SAMPLE ADVERTISEMENTS

TOP WEBSITE BANNER



SIDEBAR WEBSITE BANNER (Upper Right or Lower Right)



Crescendo Club



CURTIS
INSTITUTE OF MUSIC

The Crescendo Club presents

An Evening of Season Finales on Broad Street featuring the Curtis Symphony Orchestra

Saturday, April 24, 2010

5:30-7:30
PrePerformance Social drinks and appetizers Tavern on Broad

8:00
Curtis Symphony Orchestra led by Giancarlo Guerrero Kimmel Center


Jack Wolgin Orchestral Concerts Presented by PNC

10:00
Post-Performance Celebration & Drinks Tavern on Broad

R.S.V.P.
THE CURTIS RECITAL HOTLINE:
(215) 893-5261
crescendoclub@curtis.edu




PETER W JACOBS
DESIGNS



The Speer Gallery
AT
ShIPLEY
PRESENTS
MARK
KHAISMAN

J
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19



Do you take credit cards?

Safe, Easy & Fast as a Handshake!

ABC
MOBILE PAY



Skip Tyree
System Analyst,
East Coast

267-474-8422
skiptyree31@comcast.net

Simplifies POS & Makes it Actually Affordable for Small Businesses to Take Plastic!

BOTTOM WEBSITE BANNER (not to scale)



HALKIN PHOTOGRAPHY LLC
ARCHITECTURAL & INTERIOR



PROPER PHILADELPHIA EXAMPLE E-MAIL NEWSLETTER



"...reminiscent of another time ...takes you back to the good old days ..."

- Mt. Airy Patch

Avenue Bistro!

The New-Old-Fashion-All-American Restaurant located in Chestnut Hill
7220 Germantown Ave
(267) 474-8422

PROPER PHILADELPHIA

AND THE REAL MAIN LINE • R.C. ATLEE, EDITOR • PUBLISHED BY ATLEE HOME MEDIA

PEOPLE



Crescendo Club Curtis on Tour Preview Event

Curtis Institute's young supporters, known as the Crescendo Club, hosted a Curtis On Tour Preview night at the historic Drexel Mansion on Rittenhouse Square.

Classical music appreciators and newcomers alike were treated to a Bodegas Ontañon wine tasting with Di Bruno Brothers accompaniments before a fabulous preview concert in Field Concert Hall and an after-party at JET Wine Bar on South.

LANDMARKS



La Ronda Estate – Once Located in Bryn Mawr

2012 will mark three years since the La Ronda estate in Bryn Mawr was demolished. This fifty-one room Spanish Gothic and Mediterranean Revival-style mansion, designed by famed Palm Beach-based architect Addison Mizner and built by J.S. Cornell & Son, was completed in 1929 for Percival E. Foerderer.

The decision to tear down the historic building in 2009 created an uproar in the community.

SOCIAL CALENDAR



- 02.17.12 • "Dreck Groove" Opening at The EKG Exhibition Space
- 02.18.12 • Society of Sons of the Revolution Washington's Birthday Ball at Union League
- 02.24.12 • Union League Boxing Night at Harrah's Chester Casino



**PROPER PHILADELPHIA
CONTACT INFORMATION**



www.ProperPhiladelphia.com

**For more information or to advertise with Proper Philadelphia,
please feel free to contact Scott Livingston:**



properphiladelphia@livingstonsolutions.com

-OR-



(267) 532-6826

Marketing and Advertising for Proper Philadelphia is managed by:

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