

The logo for "Best of Texas" is centered within a rounded rectangular border. The words "Best" and "of" are stacked vertically in a large, bold, black, sans-serif font. A red arrow points from the bottom of the letter "f" in "of" towards the word "Texas". The word "Texas" is written in a bold, red, sans-serif font to the right of the arrow.

**Best
of**  **Texas**

Media Kit - October 2009

Who We Are

We're dedicated to targeting the hyper-local market and the travel and tourism industry.

Best of Travel, LLC, was founded in 2004 by native Texan, Carrie Layne. Five years ago, 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 Laughlin Commercial Realty Group (LCRG). The header includes the site logo, navigation links for various categories like Restaurants & Bars, Places to Stay, and Shopping, and a search bar. A featured article titled "On Top of the Mountain" by Larisa L. is highlighted. Below the main content, there's a "Travel, Tourism and Local Information for Texas" section, followed by a "Squawk About It!" section with user-submitted tips and photos. The bottom of the page features a "Local Weather" map, "Local Classifieds", a "Destination...Luxury" 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

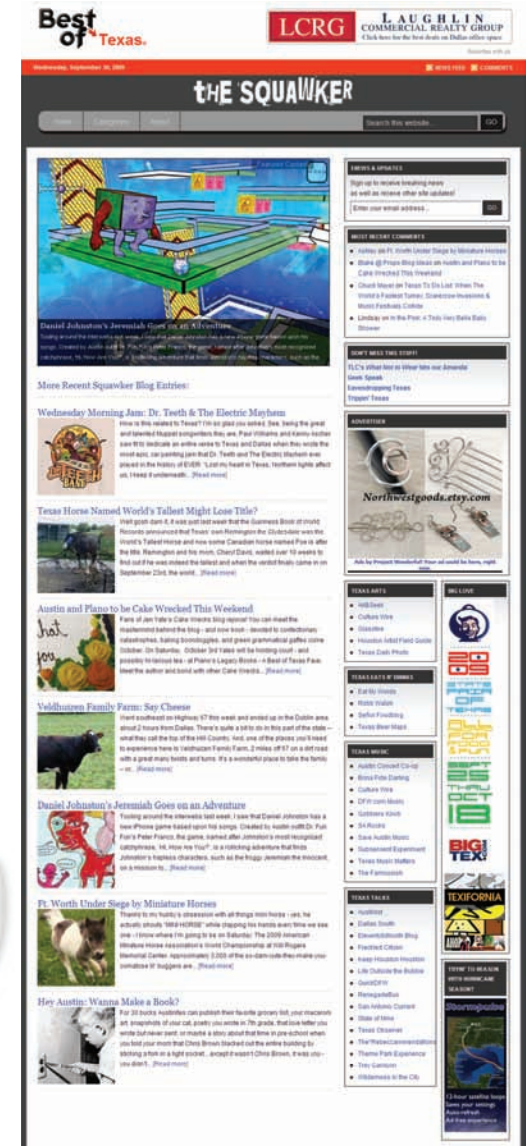
Our Advertising Dollars Work For You

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!

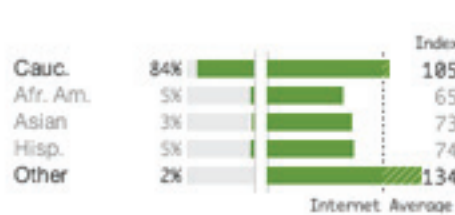


Customers You Want

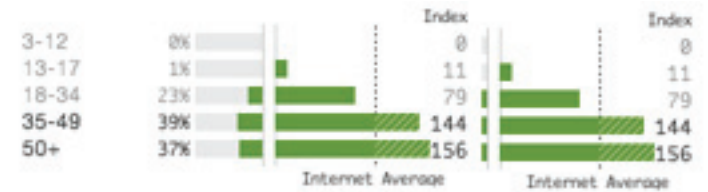


Other Ethnicities

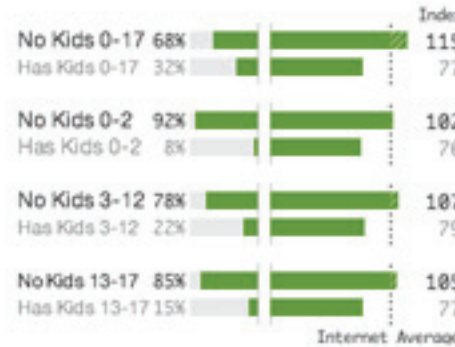
There are more visitors of other ethnicities here than average.



Older



No Kids In Household



More Affluent

This site attracts a more affluent audience.



Graduates And Post Graduates

There is a high index of Graduates and Post Graduates here.



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 |
|-----------------------------|-------|----------|---------|----------|
| Company Name | ✓ | ✓ | ✓ | ✓ |
| Address | ✓ | ✓ | ✓ | ✓ |
| Phone Number | ✓ | ✓ | ✓ | ✓ |
| Tagline | ✓ | ✓ | ✓ | ✓ |
| Sub-Categories | 1 | 2 | 4 | 6 |
| NEW! SEO Boost | | ✓ | ✓ | ✓ |
| Business Description | | ✓ | ✓ | ✓ |
| Contact Email | | ✓ | ✓ | ✓ |
| Link to Website | | ✓ | ✓ | ✓ |
| Reviews | | ✓ | ✓ | ✓ |
| Map It! | | ✓ | ✓ | ✓ |
| Your Logo | | | ✓ | ✓ |
| NEW! Reservations | | | ✓ | ✓ |
| Photo Gallery | | | 6 | 12 |
| Coupons | | | 2 | 4 |
| Brochures | | | 2 | 4 |
| NEW! Video Tour | | | | ✓ |

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!



[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

Make an Even Bigger Impact!

Take advantage of our in-house design and content team. We can build you site wide banners, email blasts, Flash ads and add you to our monthly newsletters. Simply call or contact one of our Account Executives to get started.

Email Blasts & Monthly Best of Texas Newsletters

Use our email database to reach over tens of thousands of subscribers in your area. Target a specific audience or reach out across the entire world.



theReef
Cayman Islands

NEED A VACATION?

The Reef Holiday Getaway

Simply Relaxation - Located on Grand Cayman Island's East End, away from the crowds.
Relax this Holiday Season -
on a white, sandy beach with clear blue water ocean views!

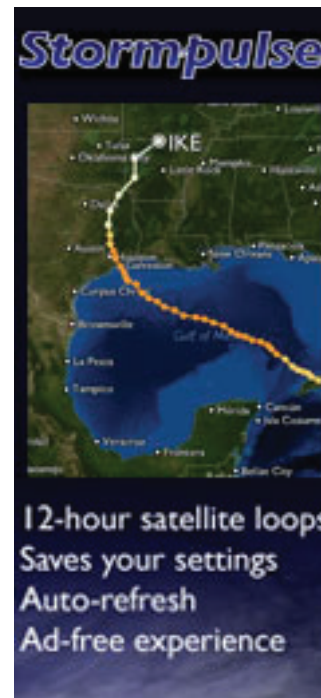
BOOK EARLY AND SAVE UP TO 25%!
CLICK HERE for more details!

The Reef Resort
Call: 1-888-232-0541
Email: reservations@thereef.com

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.



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 W. had to say recently about Petropolitan:

"As we were walking around Petropolitan's cozy boutique this morning, I saw that Chris is carrying a wonderful new line of dog toys made by A Cheerful Pet. Chris saw me become immediately obsessed and explained that these beautiful, whimsical toys are handcrafted by artisans in Nepal and each piece is made with 100% all natural, boiled New Zealand wool. The best part about A Cheerful Pet's toys, besides their looks – is that by purchasing you are helping Nepali women provide for their families and proceeds go to help provide food, shelter and education for the children of the PUMA orphanage in Nepal! We also noticed Edwina's favorite line of toys and purchased a new, sock-monkeyesque Crunchie for four bucks less than what PetSmart charged us. In addition to toys and treats, Petropolitan also carries really cute shirts, collars, dog accessories, shampoos, soaps and conditioners."

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

Wednesday, September 30, 2009 [NEWS FEED](#) [COMMENTS](#)

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 Pieter 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



Advertiser
The Petropolitan
by Amanda W.

For the urban-minded pet owner this is a great place to drop your dog off during a work day to give some much needed socializing plus walking while you're gone.

[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

"Also, thanks for all the props and forum bumps and all that. We really appreciate it, and I am personally really glad that we ended up going with you guys. You're the "real-est". Also, I love your blog design. Really nice work." - Josh at Captain Limousines

"You really surprised me with what your organization did with my professional services and business services placement. The opening produced video is fantastic and very impactful. The rest of the site is great." - Bill Blaylock, Action Coach

"Best of Texas has been the best return on my investment that I have found so far on the internet." - Little Gym of Plano

"Since I changed companies mid-year, it was easy for me to change and update my advertisement information on Best of Texas hassle free!" - Travel Leaders

"I love advertising with Best of Texas- Frisco. Last week I had 5 new clients come in that found me on your site." - Troy Richards Salon in Frisco

"This is the best company I have EVER advertised with. My business has grown tremendously. It is great what you offer with the listings. I would strongly recommend Best of Texas to any business owner. All of the sales reps are so nice and the best I have ever seen in customer service. Thank you Best of Texas!"
- Texas Star Landscaping

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 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

It really is that easy!