

City of Montgomery

Best Version Media / Montgomery Neighbors
And
Avenity Business Solutions

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Elevate Montgomery's Visibility

With Best Version Media / Montgomery Neighbors

Mission –

- **Put Montgomery in the Spotlight**

- Amplify Awareness
- Drive Engagement
- Inspire Community Pride

- **Multi Channel Approach –**

- Print Ads to 3,000 homes and Thousands of Digital Visitors Monthly
- Expanded Reach Through Digital (77316, 77356, +5 more)
- Connect With Locals and Newcomers in Memorable Ways
- Boldly Showcase the City's History, Growth, Events, and Leadership
- Print Plus Digital Increases Coverage by 400%
- More Eyes = More Engagement = Stronger Community

Social Media Management

With Avenity Business Solutions

Social Media That Brings The City to Life

- Authentic Content
 - Real Photos & Moments Captured at Events
- Cross Platform Strategy
 - Facebook, Instagram, Google Business Profile Weekly Posting
 - Scheduled Posts = Consistency

Benefits

- Loyal Online Following
- Increased Event Participation
- Consistent Branding

Proposal

Monthly Print Communication (BVM)

- Free ½ Page Mayor's Newsletter
- Full Page or ½ Page City Ad

Digital Communication Targeted Based on Selected Zip Codes (BVM)

- 70,000 Monthly Social Media Impressions (840,000 per year)
 - Facebook and Instagram (20,000 monthly impressions)
 - Google and Bing (50,000 monthly impressions)
- Listings Across 50+ Platforms Ensuring Accuracy and Consistency with a Single Point of Input for Updates to all Sites
- Reputation Management to Monitor and Respond to Online Comments

Social Media Management (Avenity)

BVM Print and Digital Pricing

Pricing	Additional Benefits
Full Page Print Ad With Digital <ul style="list-style-type: none">• \$2,835 Monthly• \$34,020 Annually	<ul style="list-style-type: none">• Free ½ Page Mayor’s Newsletter• No Administrative Fees• Price Protection with Renewal• Free Artwork Included• Free Digital On-boarding Training• Customized Dashboard• Digital Zip codes 77316, 77356• Add 5 Additional Zip Codes• 3,000 Households Monthly Print• 70,000 Monthly Digital Impressions• Access to Upcoming Calendar• Access to Monthly Calendar
½ Page Print Ad With Digital <ul style="list-style-type: none">• \$2,165 Monthly• \$25,980 Annually	

Combined Program Pricing

	<u>Full Page</u>	<u>½ Page</u>
Monthly		
Print + Digital (BVM)	\$2,835	\$2,165
Social Media (Avenity)	<u>\$1,000</u>	<u>\$1,000</u>
Total	\$3,835	\$3,165
 Annual		
Print + Digital (BVM)	\$34,020	\$25,980
Social Media (Avenity)	<u>\$12,000</u>	<u>\$12,000</u>
Total	\$46,020	\$37,980