



Master Class

Generating the MOST Revenue from your Ballot



Welcome



Julie Foley

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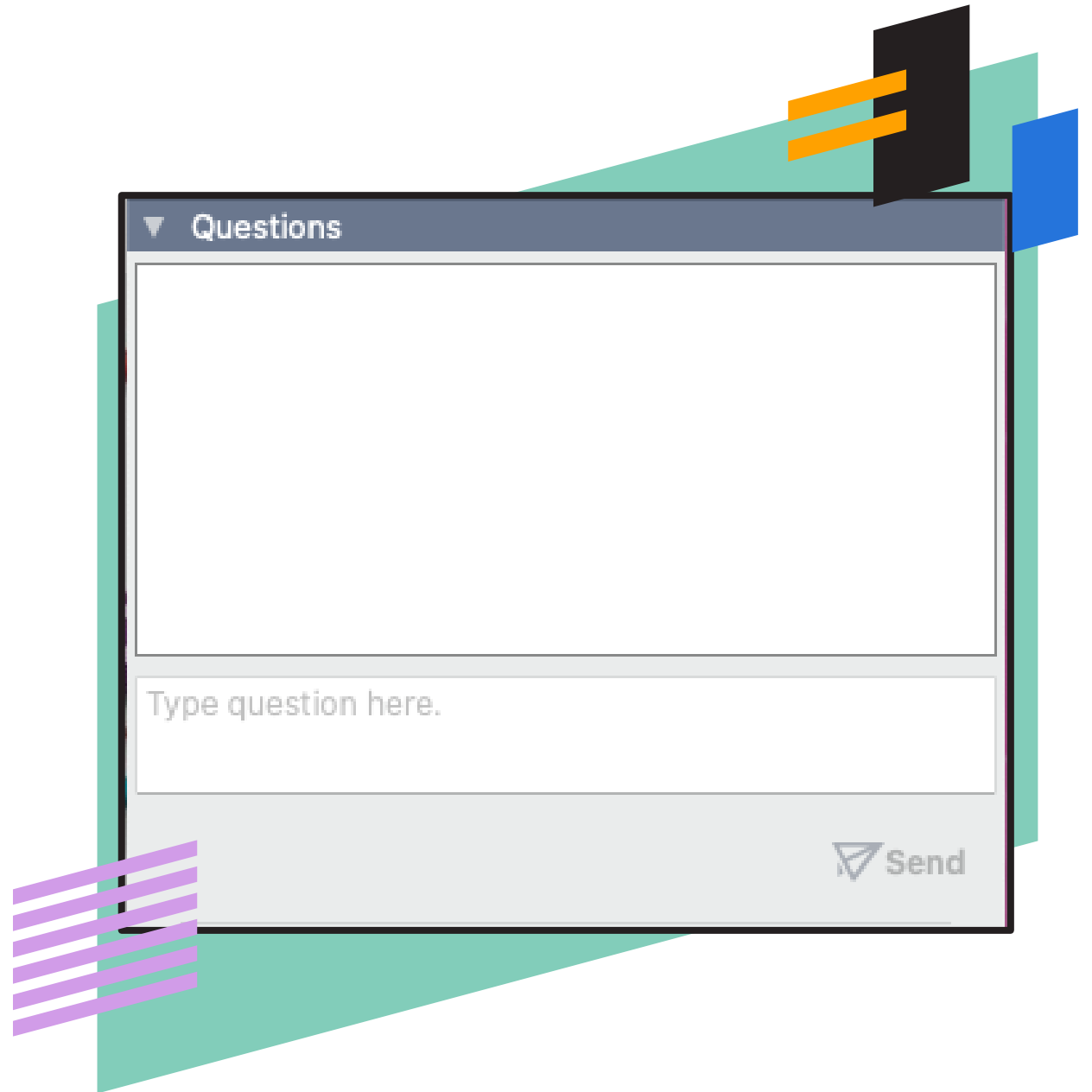


Matt Hummert

Customer Success Manager
mhummert@uplandsoftware.com

Do you have questions?

Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!





The Opportunity



It is the top
AUDIENCE
initiative of the year!



It is the top
DATABASE GROWTH
initiative of the year!



It is the top
REVENUE
initiative of the year!



Average revenue growth
30%
year over year



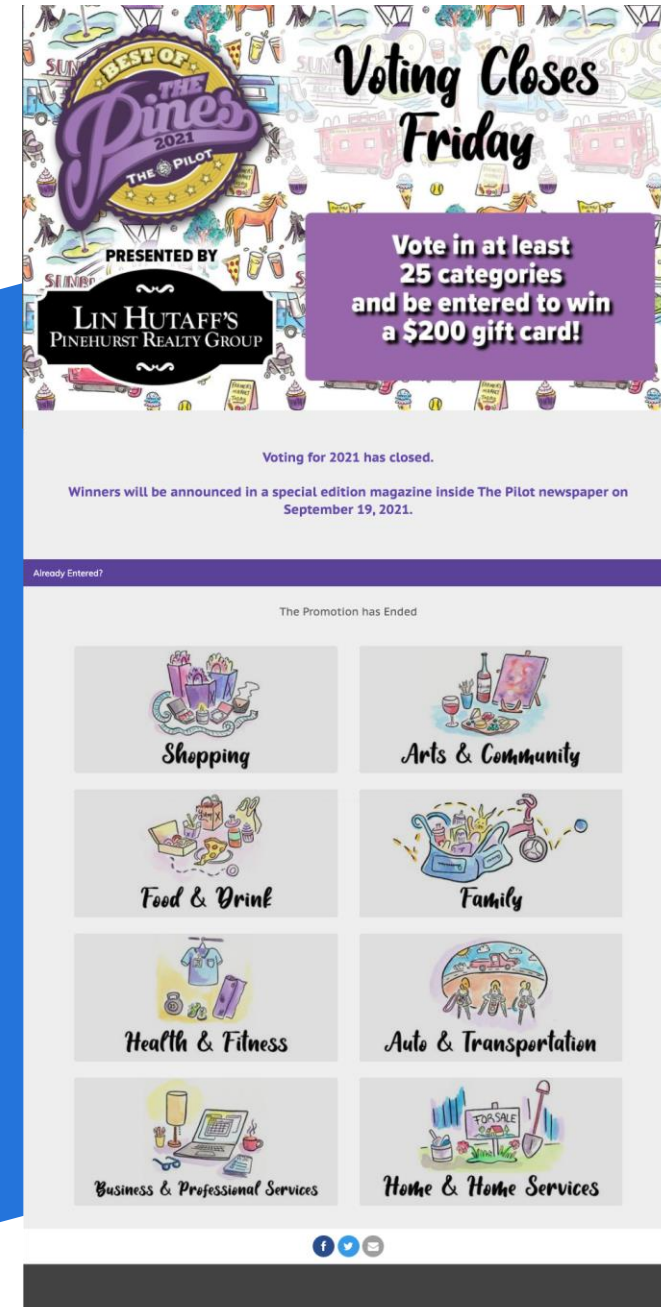
Case Studies

from partners who follow best practices

Best of the Pines

The Pilot | Southern Pines, NC

- 90+K Nominations
- 226+K Votes
- 19+K Registrations
- 2,399 Daily Newsletter opt-ins
- 1,788 Perks Newsletter opt-ins
- 1,733 Promotions opt-ins
- **\$208,000** in revenue
- **45% YOY** revenue growth
- **15%** over revenue goal



Boone Newspapers, Inc

- 83 community newspapers
- 12 states
- Circulation ranges from 1K-17K
- Best Of:
 - 10 markets – first year running
 - 5 markets – ran print and digital versions
 - Everyone else brand new to digital ballots
- **\$1,025,000 in year ONE!**

BEST OF OXFORD 2022





But **HOW** do you generate
the most revenue?



Mission Statement

What is your purpose?

Mission Statement

- Purpose
- Value
- Goal

Example: "The Best of Ballot is a year-round celebration that recognizes the best businesses, people, and places in our community."



"It's important that we include a mission statement so that we define what Best of the Pines stands for in our community. It allows our sales team to better overcome objections and allows our business owners and voters to understand what we hope to accomplish"

- Samantha Cunningham, Marketing
Consultant, The Pilot



How to Execute



Run a 3-phase ballot

Nomination

- Write-in nominations
- Top 5-10 nominees move on to Voting Ballot
- Time Frame: 3-4 weeks

Voting

- Seeded entrants
- No write-ins
- Time Frame: 3-4 weeks

Winners

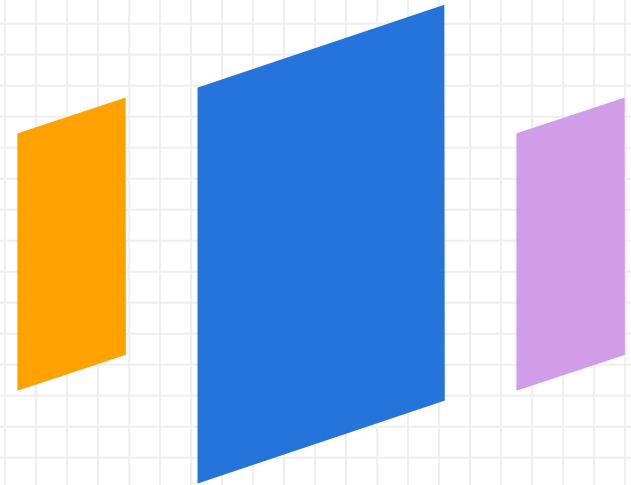
- One Winner
- Two Finalists
- Online Winner's Directory



Designate a Champion

Designate a Champion

- Project manager:
 - Set goals, plan, and execute
- Work with other departments
- Having a leader will grow your program



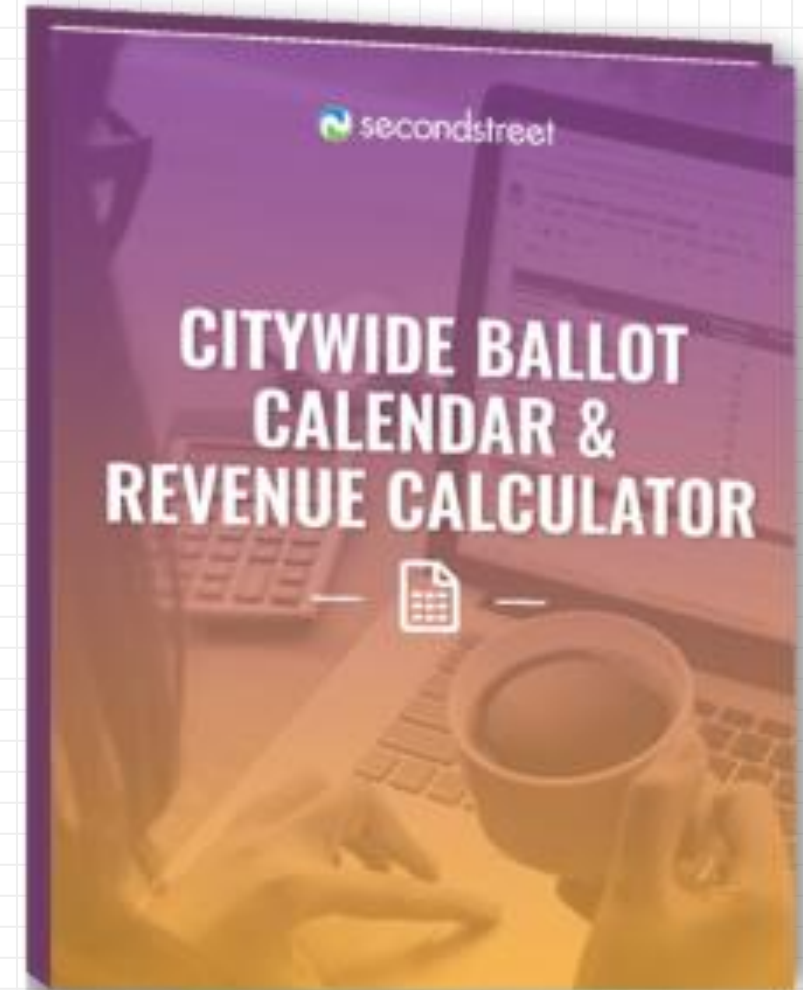


“We see **50%-450%** YOY revenue growth in markets with a ballot champion”

- Sara Gilbert, Director of Contesting and Promotions, Lee Enterprises

Your Project Management Timeline

- 6 months out:
 - Create ballot timeline
 - Designate market champion
- 3 months out:
 - One on One weekly calls with local market champion
 - Make sure the timeline is on track
- 1 month out:
 - Sales Kickoff and Training

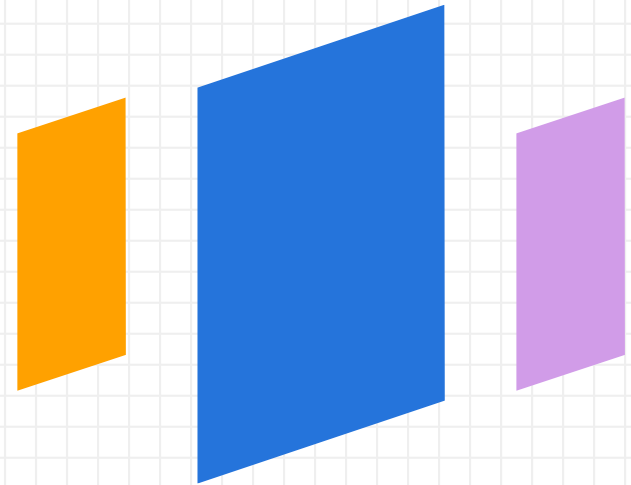




Audit Your Ballot

Audit Your Ballot

- When looking over categories there are three things to consider:
 - Engagement
 - Current Revenue
 - Potential Revenue Opportunities



Audit Your Ballot

- Review categories YoY:
 - What categories can you toss?
 - What categories should you add?
- Did the categories perform well?
 - Relevant within the community
 - Competitive

✓ HEALTH & WELLNESS

ALTERNATIVE MEDICINE STORE

ALTERNATIVE THERAPY

CHIROPRACTIC PRACTICE

CONCEPT FITNESS STUDIO

DERMATOLOGY PRACTICE

FACIAL & SKINCARE SERVICES

GENERAL DENTISTRY PRACTICE

GYM

HEARING CARE FACILITY

HOME HEALTH SERVICE

INJECTABLES AND FILLERS

MASSAGE

OPHTHALMOLOGY/OPTOMETRY PRACTICE

ORTHODONTIST PRACTICE

PHARMACY

PHYSICAL THERAPY PRACTICE

PLASTIC SURGERY PRACTICE

RETIREMENT/ASSISTED LIVING FACILITY


SPA

YOGA STUDIO


Audit Your Ballot

- Current Revenue
 - Where did you see the most revenue?
 - Don't lose categories that are generating revenue
- Potential Revenue
 - Where could you grow within current categories?
 - What categories should you add?
 - Home Services, Legal, Real Estate


Best Attorney



REPRESENTING THE PEOPLE AGAINST THE POWERFUL
We would *appreciate your vote* for
Best Attorney • Experienced Legal Representation • Professionals In Personal Injury Law
• Top-Notch Care & Work Ethic • We Represent Families Across the Nation [Free Case Evaluation](#)



Featured Entrants





**Colin Gerstner -
Gerstner Adam Law**


Thank you for your votes!


Gerstner Adam Law represents injured Montanans, fights for the rights of consumers with integrity, and always acts as a strong and trustworthy advocate.

We fight for the...[Read more](#)


 2702 Montana Ave #201b, ...

 (406) 969-3100 [CALL](#)

 gerstnerlawoffic... [VISIT SITE](#)


 facebook.com/g... [VISIT PAGE](#)


[SHARE](#)





**Andrew Van Arsdale -
Ava Law Group**

AVA Law Group Inc. represents the people against the powerful! We're a Montana personal injury law firm on a mission to connect you with the top-notch legal representation your case deserves. At AV...[Read more](#)

 27185 Montana Ave. Suite ...

 (800) 777-4141 [CALL](#)

 avalaw.com/ [VISIT SITE](#)

 facebook.com/A... [VISIT PAGE](#)

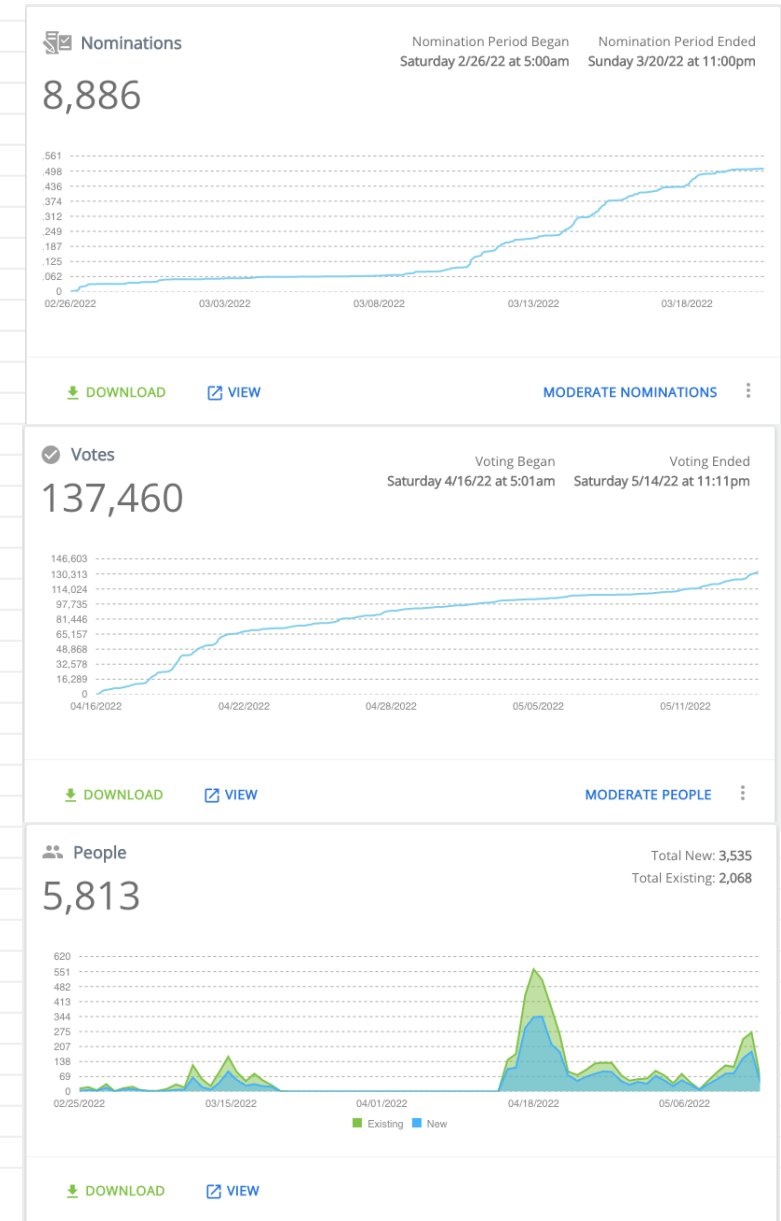
[SHARE](#)



Audit Your Audience

Audit Your Audience

- As soon as your ballot is over, you should analyze the data:
 - Entrant report
 - Nomination report
 - Voting report
- Look for trends in participation
 - Total number of users
 - Average nominations per user
 - Average votes per user
 - YoY comparison





Audit Your Sales Packages

Audit your Packages

NOMINATION ROUND

PACKAGE LEVEL	PACKAGE SALES GOAL	COST/PACKAGE	REVENUE	TOTAL REVENUE BY ROUND
PREMIUM	4	\$995	\$3,980	\$5,286
DELUXE	6	\$549	\$3,294	
BASIC	8	\$249	\$1,992	
				\$9,266

VOTING ROUND

PACKAGE LEVEL	PACKAGE SALES GOAL	COST/PACKAGE	REVENUE	TOTAL REVENUE BY ROUND
PREMIUM	10	\$995	\$9,950	\$24,665
DELUXE	20	\$549	\$10,980	
BASIC	15	\$249	\$3,735	
				\$24,665

WINNERS ROUND

PACKAGE LEVEL	PACKAGE SALES GOAL	COST/PACKAGE	REVENUE	TOTAL REVENUE BY ROUND
PREMIUM	8	\$995	\$7,960	\$32,815
DELUXE	20	\$749	\$14,980	
BASIC	25	\$395	\$9,875	
				\$32,815

GRAND TOTAL				\$66,746
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Audit your Packages

- When looking over your sales packages, there are three things to consider:
 - What sold and performed well?
 - Feedback from clients
 - Where can you add value?

**2021 BEST OF OXFORD
VOTE PACKAGES**

Congratulations! You received enough nominations to move forward to the VOTING PHASE and an opportunity to win the 2021 BEST of OXFORD TITLE!

IMPORTANT DATES:
FINAL VOTING ROUND: APR 14- May 8, 2021
WINNERS ANNOUNCED: OXFORD MAGAZINE JUL/AUG 2021

**OXFORD MAGAZINE
BEST OF OXFORD 2021**

Platinum	Silver	Gold
Campaign runs for 4 weeks Print Campaign: Quarter page full color "nominate us" ad runs 4 times Digital Campaign: Sponsor a group and up to five categories on the ballot during the nomination phase and 300x 250 ad on ballot's right-hand rail and run of site \$995 Value \$1,750	Campaign runs for 4 weeks Print Campaign: Eighth page full color "nominate us" ad that runs 4 times Digital Campaign: Sponsor up to three categories on the ballot during the nomination phase and 300x 250 ad on ballot's right-hand rail and an ad The Oxford Eagle website \$549 Value \$1,200	Campaign runs for 4 weeks Digital Campaign: Campaign runs for 4 weeks Digital Campaign: Sponsor one category on the ballot during the nomination phase and 300x 250 ad on ballot's right-hand rail and an ad on The Oxford Eagle website \$249 Value \$750

Best of Oxford Categories List Published Each Wed. in Oxford Eagle. All Voting Online.

***ENHANCED LISTING ONLY: \$95 EACH**

☐ YES, IF I AM NOMINATED I AM INTERESTED IN ADVERTISING IN THE WINNERS' SECTION

Deadline Apr 8.

Company _____
Authorized by _____

Call your multimedia consultant at **662-234-4331** to reserve your space

OXFORD MAGAZINE
THE OXFORD EAGLE

What to include

- Keep on one sheet (front and back)
- Ballot Logo
- 3 packages
- Dates for each round, deadlines
- Package details
- Value + investment
- Option to “keep it going to next round”
- List of all groups/categories
- What ads look like on the ballot
- QR Code to a live/test ballot to “test drive” it

2021 BEST OF OXFORD

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<h3>BEST OF OXFORD CATEGORIES</h3>		
<p style="text-align: center;">*ENHANCED LISTING ONLY</p> <p><input type="checkbox"/> YES, IF I AM NOMINATED I AM INTERESTED IN ADVERTISING</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p style="color: red; font-weight: bold;">Deadline April 8.</p> </div> <p>Company Authorized by _____</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p>Call your multimedia consultant at 662-234-4383 to reserve your space</p> </div>		
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>FOOD AND DINING</p> <ul style="list-style-type: none"> Best Asian Restaurant Best Sushi Best Bar Best Barbecue Best Bakery Best Bread/Deli Best Breakfast Best Brunch Best Burgers Best Cafe To Grab Dessert Best Coffee Best Donut Shop Best Fast Food Best Catering Best Curry Best Deli Best Dining Room Best Lunch Burger Best Ice Cream Best Happy Hour Best International Best Lunch Best Lunch Under \$10 Best Date Night Best Mexican Best Late Night Food Best Salad Bowl Best Sandwich Best Seafood Best Steakhouse Best Wine Best Italian Food Best Pasta Best Thai Food Best Vegetarian Best Chinese Best Middle Eastern Best Cocktail Best Kiosk Menu Best New Restaurant Best Restaurant Best Bang for Your Buck Best Hot Dog Best Mediterranean Best Pizza Best Chicken's Birthday Best Vietnamese Best Girl's Night Out Best Party Night Out Best Tailwind Best Thai Best "To Go" Beverage Best Greek/Southern Best Food Truck Best Pizzeria Best Roast Beef Best Sports Bar Best Deli Best Merguez Best Charcuterie </div> <div style="width: 30%;"> <p>OUT AND ABOUT</p> <ul style="list-style-type: none"> Best Walking Trail Best Park for a Picnic Best Hiking Venue Best Golf Course Best Hotel Best Boutique </div> <div style="width: 30%;"> <p>MOST ENJOYED DRIVING</p> <ul style="list-style-type: none"> Best Local Event Best Music Venue Best Museum/Gallery Best Theater Best Dance Spot </div> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>SHOPPING AND SERVICES</p> <ul style="list-style-type: none"> Best Office Supply Best Chocolate Best Accounting Firm Best Antique Store Best Auto Dealer (Used) Best Auto Repair Best Car Wash Best Hair Salon Best Bookstore Best Congregationalist Best Dry Cleaning Best Department Store Best Dry Cleaner Best Florist Best Jewelry Store Best Sporting Goods Best Insurance Company Best Investment Firm Best Limousine Best Moving Company Best Women's Clothing Store Best Real Estate Best Place to Find One Man Gigs Best Shoe Store Best Tanning Salon Best Computer Repair Best Tattoo Studio Best Towing Best Bicycle Registry Best Barber Shop Best Tattoo Shop Best Thrift Store Best Sign Company Best Printing Company Best Hunting Store Best Second Market Best Wine Store Best Liquor Store Best Grocery Store Best Bookstore Best Small Engine Repair Best Packing and Shipping Best Pet Shop Best Children's Birthday Best Gift Basket Best Business </div> <div style="width: 30%;"> <p>HEALTH AND FITNESS</p> <ul style="list-style-type: none"> Best Physical Therapy Best Medical Clinic Best Urgent Care Best Pharmacy Best Eye Care Best Place To Buy Eye Glasses Best Yoga Studio Best Health and Fitness Center Best Boutique Fitness Studio Best Pilates Best Gymnasium Studio Best Martial Arts Best Martial Arts Best Audiology Center Best Dermatology Clinic Best Pediatrician Best Women's Health Care Best Nurse Practitioner Best Chiropractor Best Dentist Best Optician Best Dermatologist Best Pain Management </div> </div>		

OXFORD

A MULTIMEDIA CONSULTANT

THE OXFORD EAGLE

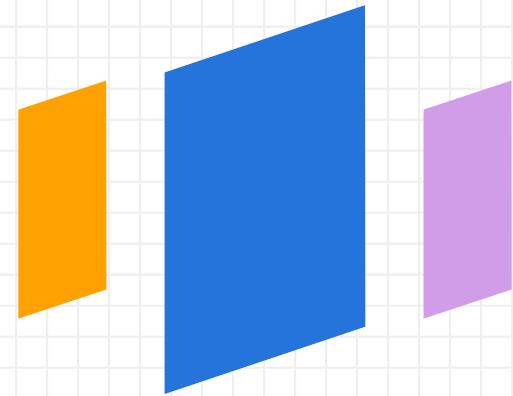
www.theoxfordeagle.com



Sales Training

Sales Training

- Sales launch party – make it fun
- Who to prospect
 - Categories that will deliver
- What to say
 - We don't sell votes, we sell audience!
 - Practice your pitch
- 2nd training workshop
 - Overcome objections/close more sales
 - Feedback from reps/business owners

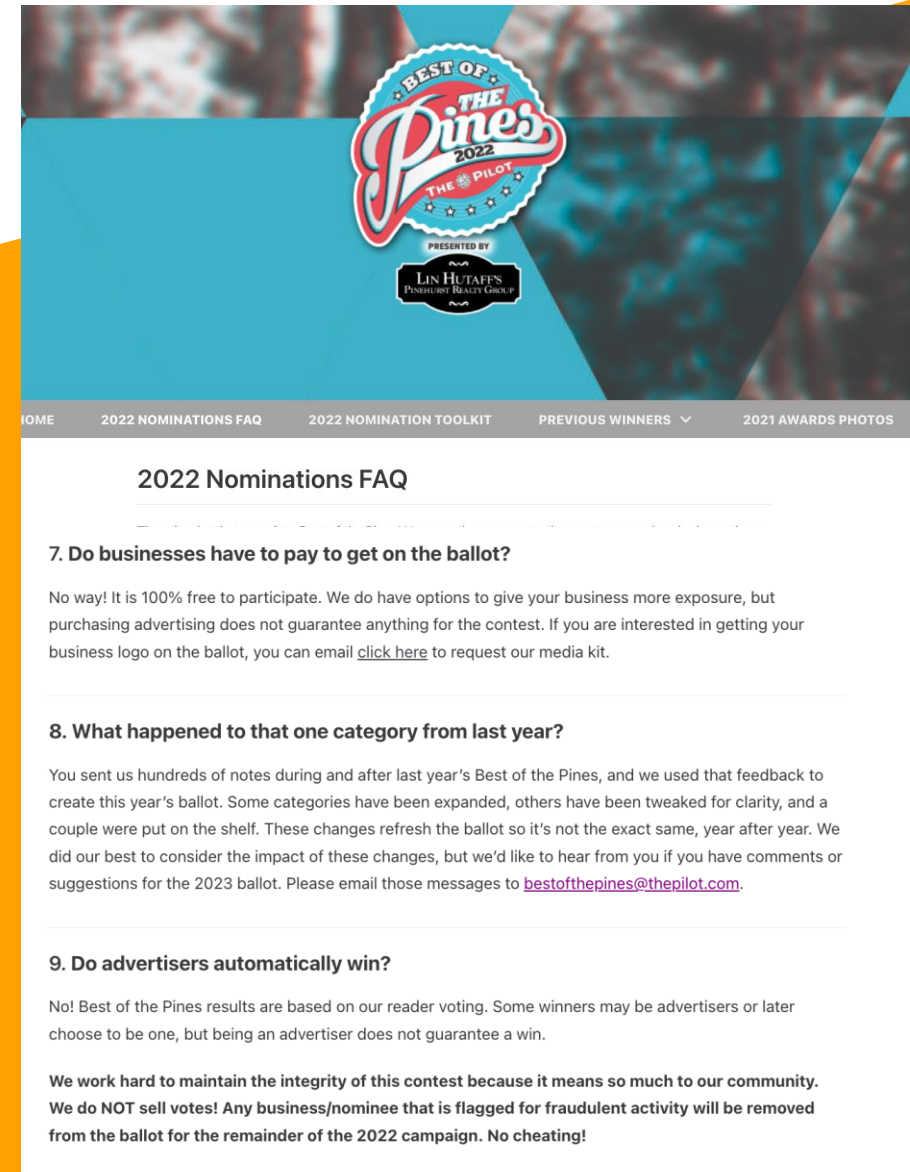




FAQ Page

FAQ Page

- A resource for sellers
- Everything business owners need to know
- Helps OVERCOME OBJECTIONS
- Landing page for ballot, previous year's winners and current toolkit





Prospect Effectively



“We see the most revenue from 7 advertising categories across our organization. We train our reps to focus on those in each market.”

- Candi Davis, Sales Trainer/Facilitator,
Boone Newspapers, Inc.

Prospect Effectively

- Target top business categories that:
 - Show up in 3+ categories
 - Best Commercial Real Estate Company
 - Best Real Estate Agent
 - Best Residential Real Estate Company

The screenshot displays a website interface with a sidebar on the left and a main content area on the right. The sidebar contains a list of award categories under the heading 'All Categories'. The 'Financial & Real Estate' category is selected and highlighted in blue. The main content area features a header for 'Best Commercial Real Estate Company/Agent' with three award logos: 'BEST OF TEXOMA 2020', 'Best Commercial Real Estate Company/Agent', and 'CENTURY 21 REAL ESTATE'. Below the header is a large laurel wreath graphic with the text 'Top 3' and '“Best Commercial Real Estate Company/Agent”'. At the bottom of the main content area, there is a white box with the text 'Easy Life Realty' and a blue 'SHARE' button.

Home All Categories

> Eat & Drink

> Entertainment

✓ Financial & Real Estate

Best Commercial Real Estate Company/Agent

Best Credit Union

Best Drive-Thru Banking

Best Farm and Ranch Real Estate Company/Agent

Best Financial Advisor/Planner

Best Home Builder

Best Home Inspector

Best Insurance Agency

Best Insurance Agent

Best Loan Officer

Best Mortgage Company

Best Place for Banking

Best Real Estate Agent

Best Real Estate Agent - Lake Texoma

Best Real Estate Company

Best Real Estate Company - Lake Texoma

Best Residential Real Estate Property Management Company

Best Commercial Real Estate Company/Agent

BEST OF TEXOMA 2020

Best Commercial Real Estate Company/Agent

CENTURY 21 REAL ESTATE

THANK YOU FOR VOTING US TOP 3 BEST OF TEXOMA 2020

Top 3

“Best Commercial Real Estate Company/Agent”

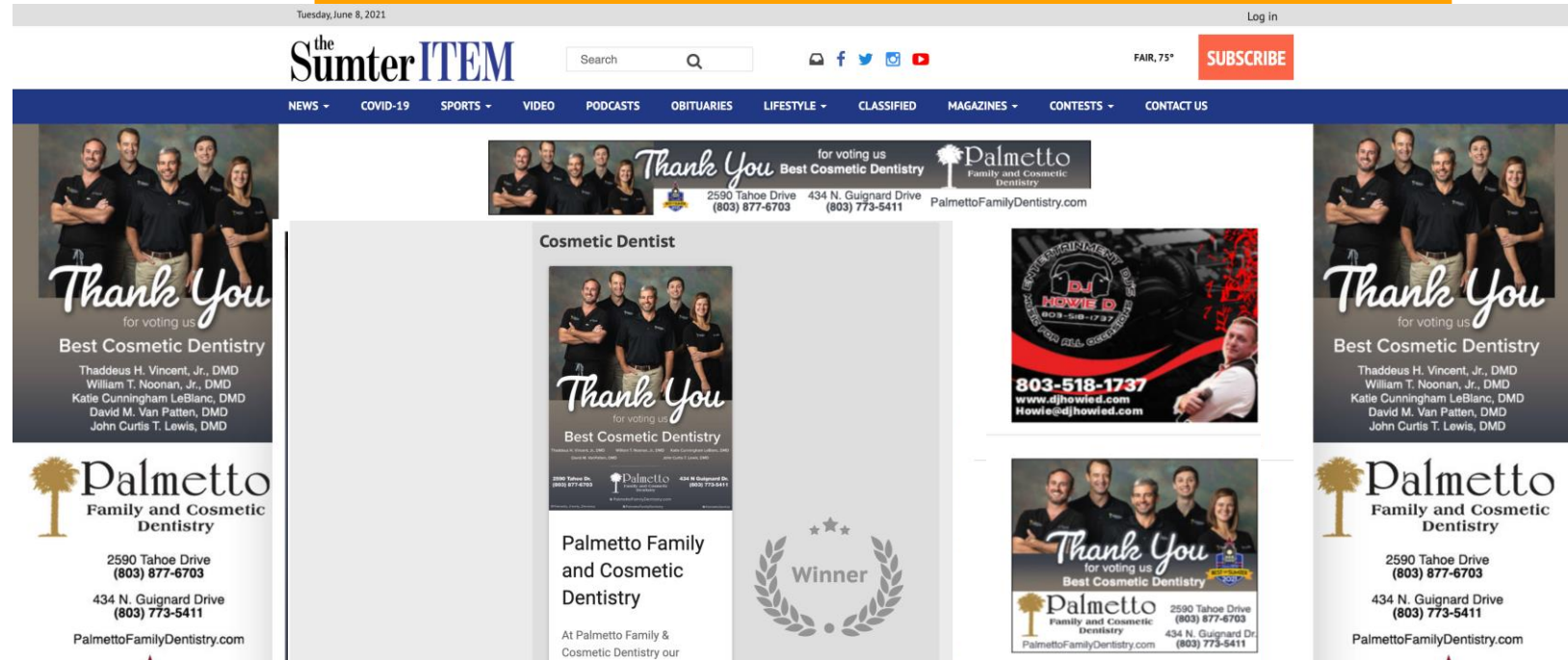
Easy Life Realty

SHARE

Top 3

Prospect Effectively


- Target top business categories that:
 - Are competitive/Egos
 - Legal
 - Real Estate
 - Automotive
 - Specialty Healthcare




Prospect Effectively

- Target top business categories that:
 - Historically buy "Best Of" packages
 - Home Services
 - Real Estate
 - Automotive
 - Financial
 - Specialty Healthcare
 - Legal

Best HVAC Company



Featured Entrants



Absolute Air, LLC

Absolute Air is a dedicated leader in the heating and cooling industry; exceeding expectations in service and quality, using the latest and most efficient technology, being a model employer, and gi...[Read more](#)


📍 1251 Canyon Rd #1, Morgantown, WV 26508,...

☎ 304.598.1001 [CALL](#)

🔗 goabsoluteair.com/contact-us/ [VISIT SITE](#)

📘 facebook.com/absoluteairwv [VISIT PAGE](#)


[VOTE](#)



The 10th annual Best of Morgantown is here! Through BOM, Morgantown magazine highlights the best shopping, dining, recreation, services, and personalities in town. Readers nominate candidates in 101 categories from October 26-November 8, then choose their favorites in a final round that runs from November 30-December 20. Winners will be recognized in our BOM issue in February 2021.







Vote by clicking the categories below and selecting your favorites from the final ballot. You can vote once per day per category.

Already Entered?



Services

Vote until 12/20 @ 11:59pm Eastern

 Food + Drink	 Personalities
 Shopping	 Downtime
 Services	 Health + Wellness

CPA Services
COOKIES



COMPASS
REALTY GROUP

4000 Coombs Farm Drive, Suite 202
Morgantown | 304.212.2500



304.212.5458 [mpacpa.accountants](#)



The Pitch



"A key to success with Best of Ballots is to have a great value proposition that includes some of your best media packages of the year, and then to train your sales team well on communicating the value proposition. We include talk track tracks, strong sales collateral and email templates in sales rallies for every program."

- Rebecca Capparelli, VP of Promotions, PromotionsiQ, Gannett

Value Proposition

- Focus on the benefits to the advertiser
 - The value in advertising in a promotion that engages the entire community
 - Multimedia campaign that will not only reach our readers and audience but will reach engage the entire region
 - Audience reach is exponentially higher (see stats!)
 - Free to participate – not pay to play – but competition is fierce and your presence on the ballot helps your exposure
 - Remind community of your past wins – that you are the best
 - You'll find new clients, customers and supporters
 - It will help with recruitment efforts
- Share stats – 2020 vs. 2021
 - Total Users - % increase
 - Nominations - % increase
 - Votes - % increase



If you are a business owner and would like to maximize participation in the Best of the Best ballot, click the button.

BUSINESS OWNERS
CLICK HERE



Go Ahead, Claim Your Title As The Reader's Choice

There is no doubt the key to your success has been hard work. Let us help you drive awareness and increase your sales by encouraging the local community to choose you as their pick for the Best of the Desert.

Take advantage of specially priced advertising packages that will work with your budget and may include:

- Print ads in Arizona Republic
- Run of site digital impressions on azcentral.com
- Category sponsorship ads on the ballot.
- Nomination Page ads.
- Opt-in email marketing.
- And more!

PROGRAM DETAILS

The Nomination round is 1/28/22 - 2/16/22 and will determine the Top 5 businesses in each category.

The Top 5, Vote for Me round is 4/6/22 - 4/25/22. Businesses with the most nominations from the previous round advance to the Top 5, Vote for Me round.

A special section will be published this June in print and online. The special section will remain online throughout the year. All winners and finalist nominees will have an opportunity to purchase advertising within the publication.

Ask us about a hi-resolution "Nominate Us" and "Vote for Me" logos you can use in your marketing.

Go ahead, claim your title!

Claim Your Title Here!

Simply submit the form and one of our media consultants will reach out to you to discuss your options and help you start your promotion.

First Name:

Last Name:

Company Name:

Email Address:

Phone Number:

Postal Code:

Region:

...was overwhelming!
...made it to the final
...es to determine

...dozens of
...egories, you'll be
...a \$500 gift card!

...April 25th.

...st your vote and

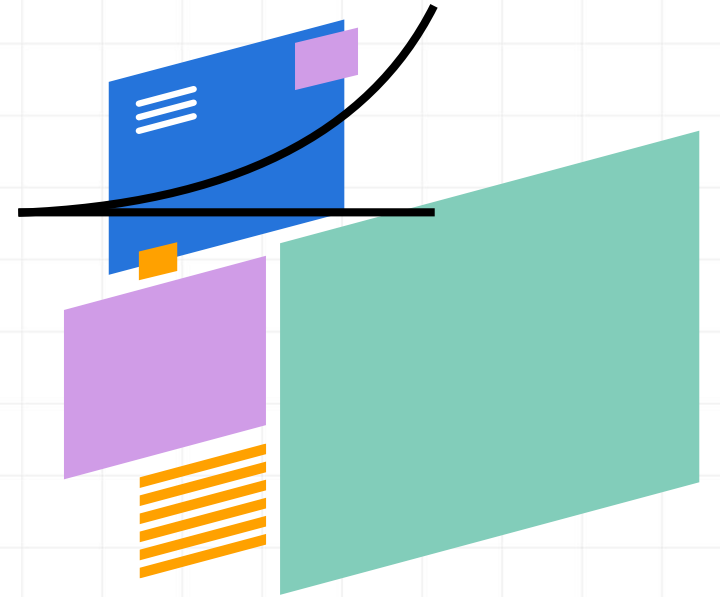


DON'T BE BASIC

When you're pitching don't start with the basic package

Bad Pitch

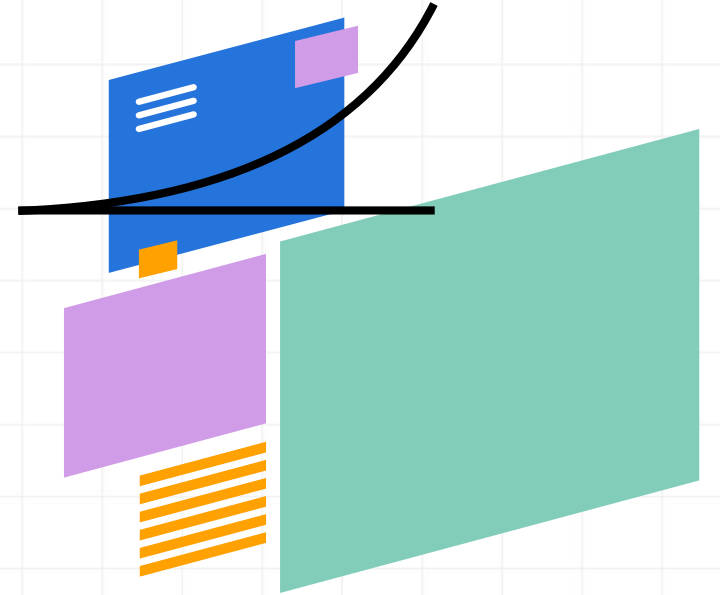
"Hey our 'Best Of' is back. Packages start at \$299. Want to get one?"



Good Pitch

"Congratulations on being a winner in our 2021 Best of Ballot. Now it's time to **defend (or claim)** your title as we launch the contest for 2022. We had a **75% increase** in nominations and votes from last year and **over 25,000 users** participate. We have integrated packages available, let's set up a time to talk!"

-Sally Seller, The Best Media Company

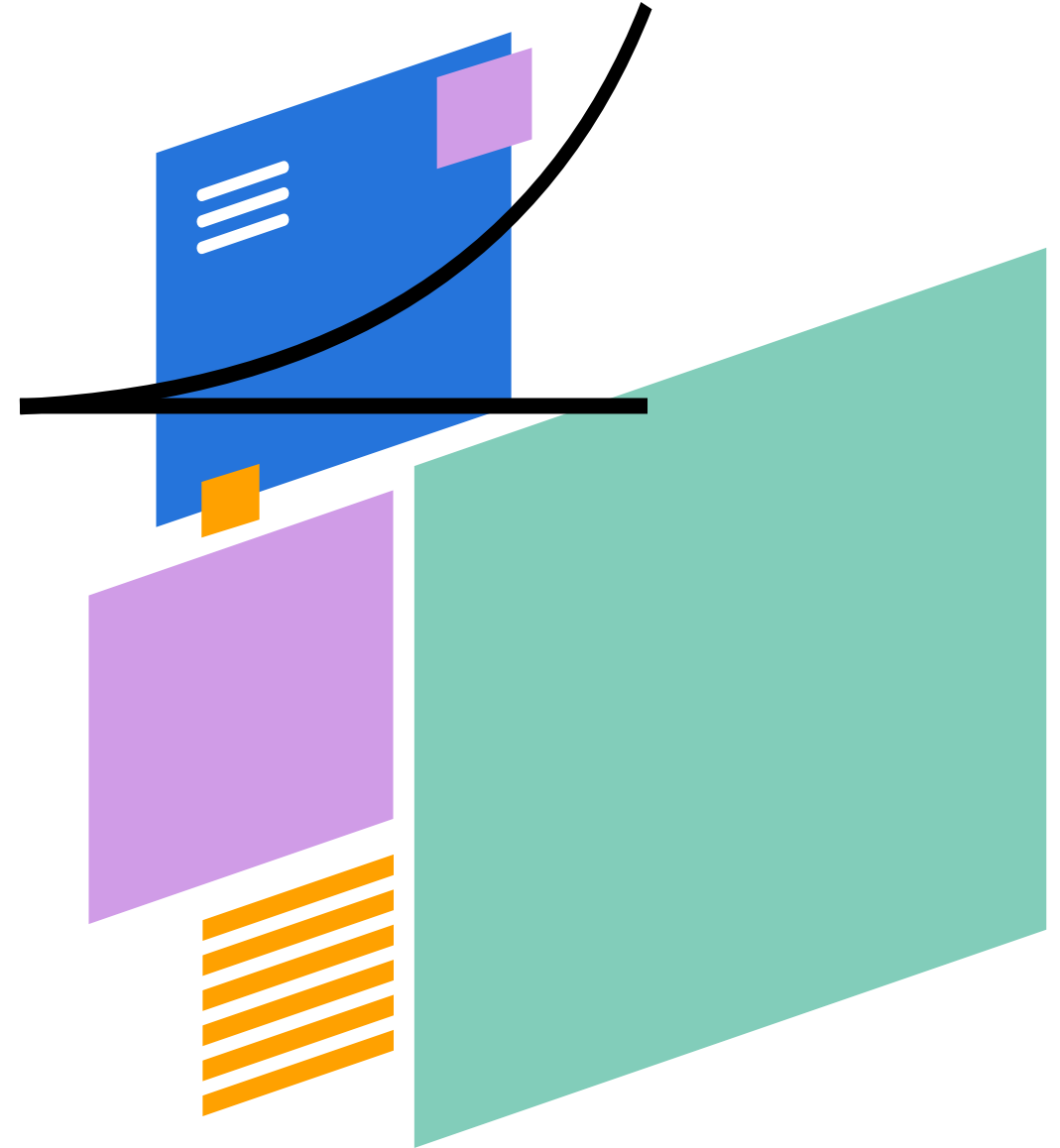




Overcoming Objections

Be Prepared

- Have scripts ready for common objections
- Know your stats
- Know your value proposition/benefits



Overcoming Objections

"It's rigged"

Overcoming Objections

"It's rigged"

Its free to participate in 'Best Of'. We are presenting this package to you because it's truly good for your business. Our audience is exponentially bigger and more valuable right now - and always during 'Best Of' Season. We promote this program everywhere. We also use a 3rd party and check IP addresses if we suspect fraudulent voting.

Overcoming Objections

“What if I buy a package and don’t win?”

Overcoming Objections

“What if I buy a package and don’t win?”

That could happen. But as a sales rep you can help them spread the word with not only the presence on the ballot (as part of their package) but with how they can solicit votes from their current customers. The key is to explain that they aren’t paying for votes. They are paying for an integrated package that reaches your audience when it’s at its peak. For example, we had a 300% increase in votes this year and 20,000 unique users! Share how many nominations you had in last year’s ballot. Share success stories of other advertisers.

Overcoming Objections

"I don't need to buy a package to win.
I AM the best."

Overcoming Objections

"I don't need to buy a package to win. I AM the best."

That's correct. It's free to participate in 'Best Of'. But your competitors want to claim your title. We are presenting this package to you because it's truly good for your business. Our audience is exponentially bigger and more valuable right now - and always during 'Best Of' Season. If you win every year, would you like to THANK your supporters for making you the best?



Key Takeaways



Create a Mission Statement



Execute 3-phase ballot



Designate a Champion



Audit your Ballot



Train your Sales Team



Resources

What can we help you tackle today?

Find definitive best practices, guidance, and thought leadership from our world-class team of industry and product experts.

Search**Filter**

◉ Second Street

Editor's Picks

ARTICLE

The Ultimate Guide to Recurring Revenue Campaigns

EBOOK

Seller's Guide: Solutions for Top Advertisers

ARTICLE

Everything You Need from the 2021 Virtual Summit

1 minute read

ARTICLE

93 Ideas for May Holidays

4 minute read

ARTICLE

103 Ideas for March Holidays

5 minute read



uplandsoftware.com/ss-resources



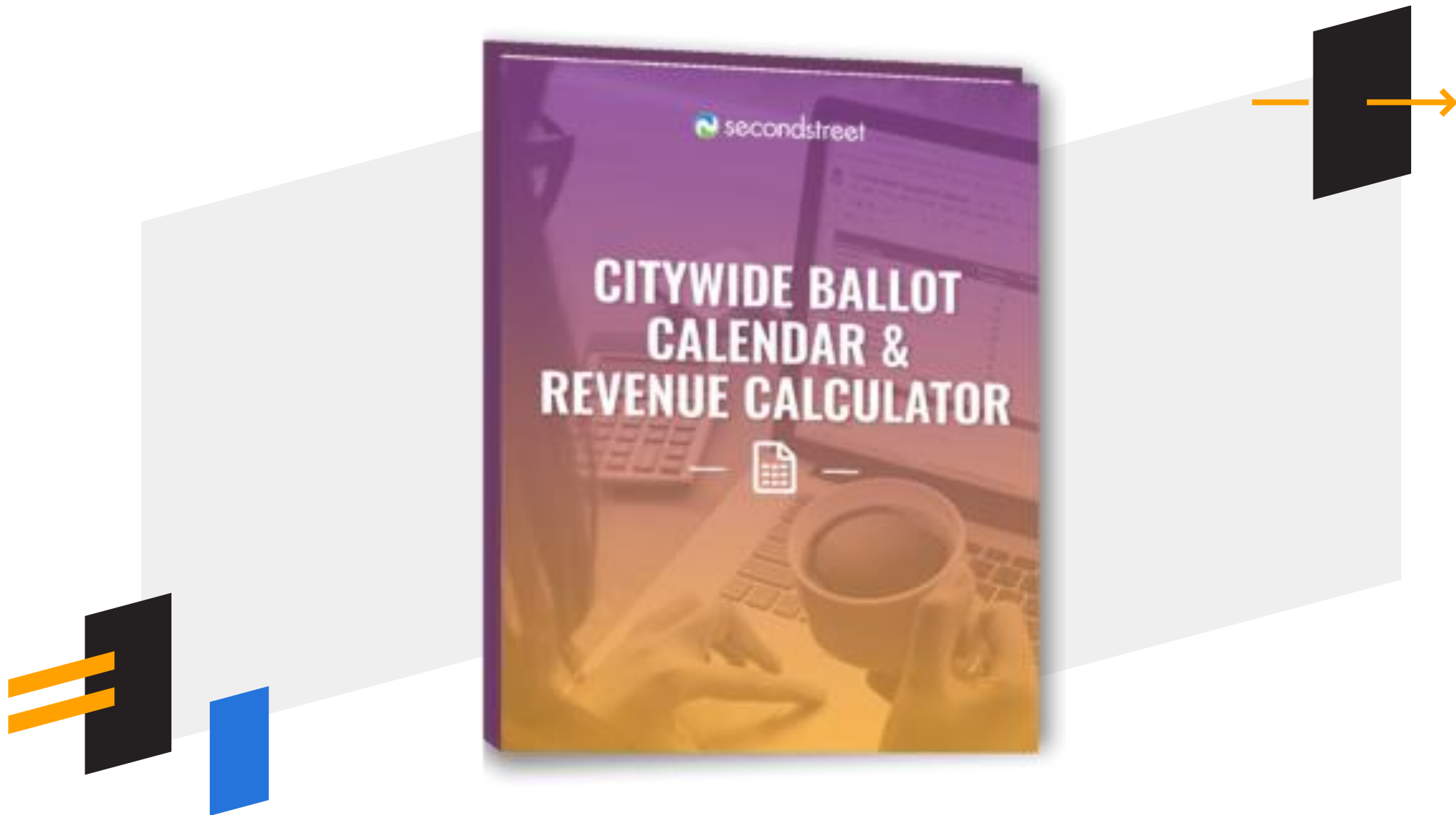
Ballot Best Practices Guide

How to create more revenue and engagement with 'Best Of' ballots

 Second Street



uplandsoftware.com/ballots-guide



uplandsoftware.com/ballots-calendar

Best of the Best Nomination Packages

**Your
Logo
Here**

We are highlighting the best of the best. Our readers will nominate their favorite businesses in our community to tell us what they want to see in the voting round. To promote your business, we have created 3 promotional packages.

Important Dates:

Nomination Round: Enter Dates Here

Voting Round: Enter Dates Here

Winners Announced: Enter Dates Here

**REACH OUR
BIGGEST AUDIENCE
OF THE YEAR**

Basic Package	Deluxe Package	Premium Package
Campaign runs for 4 weeks	Campaign runs for 4 weeks	Campaign runs for 4 weeks
Digital: <ul style="list-style-type: none"> Sponsor 1 category on the ballot 300x 250 ad on ballot page 	Digital: <ul style="list-style-type: none"> Sponsor up to 3 categories on the ballot 300x 250 ad on ballot page TV: <ul style="list-style-type: none"> 20x :30 on-air commercials weekly (M-F 6a-7p) Audio/Video ID in :15 promotional spots (M-F 5a -5p, minimum 10/week) 	Digital: <ul style="list-style-type: none"> Sponsor 1 group and up to 5 categories on the ballot 300x 250 ad on ballot page TV: <ul style="list-style-type: none"> 40x :30 on-air commercials weekly (M-F 6a-7p) Audio/Video ID in :15 promotional spots (M-F 5a -5p, minimum 15/week)
INVESTMENT: \$349	INVESTMENT: \$549	INVESTMENT: \$999

YES, I'M INTERESTED IN ADVERTISING IF I MAKE IT TO THE VOTING ROUND.

For more information, contact your Account Representative or call 000.000.0000

Pick Your Categories & Campaign to Win

Arts & Entertainment

Attraction
Art Gallery
Cultural Event
Dance Club
Entertainment Venue
Family Entertainment
Festival
Fundraising Event
Live Music Event
Live Theater Group
Local Band
Local Casino
Local Event
Movie Theater
Museum
Musician
Nightclub
Outdoor Event
Place for Kids' Birthday Party

Eating & Drinking

24-Hour Restaurant
Bagels
Bakery
Barbecue Restaurant
Bartender (Name & Place)
Bed & Breakfast
Beer Selection
Breakfast
Brunch
Buffet Restaurant
Catering
Chef (Name & Place)
Chicken Wings
Chinese Restaurant
Coffeehouse
Deli
Dive Bar
Donuts
Food Truck
French Fries
Fried Chicken
Hamburger
Happy Hour
Indian Restaurant
Italian Restaurant
Japanese Restaurant
Kid-Friendly Restaurant
Margarita
Mexican Restaurant

Health & Fitness

Acupuncturist
Assisted Living Facility
Audiologist
Chiropractor
Clinic
Cosmetic Dermatologist
Cosmetic Surgeon
Day Spa
Dentist
Dermatologist
Eye Clinic
Hospital
In-Home Care Elder Services
Laser Eye Center
Massage
Massage Therapist
Medical Spa
Orthodontist
Pediatrician
Personal Trainer
Pharmacy
Physician
Weight Loss Clinic/Counseling

Services

Accounting Firm
Auto Loan Provider
Bank
Bookkeeping/Tax Service
Car Wash
Carpet Cleaner
Child Care
Commercial Real Estate
Computer/IT Services
Construction Company
Contractor

Financial Institution

Financial Planning
Hair Salon
Heating & Air Company
Home Lighting
Home Security
Hotel
Insurance Agency
Jeweler
Kitchen & Bath Remodeler
Landscaper
Law Firm/Lawyer
Mechanic
Mortgage/Home Loan Provider
Nail Salon
New Home Builder
Oil Change
Pet Control
Pet Boarding/Daycare
Pet Groomer
Photographer
Piercing Studio
Plumber
Property Management
Company
Real Estate Agency
Real Estate Agent
Shoe Repair Store
Tanning Salon
Tire Shop
Travel Agent
Veterinarian

Sports & Recreation

Bowling Alley
Driving Range
Golf Course
Gym
Health & Fitness Club
Local Park
Photostudio
Pool Hall
Shooting Range
Swimming Pool/Waterpark
Yoga Studio

Shopping

Antique Store
Appliance Store
Bicycle Shop
Book Store

Boutique
Bridal/Formal Wear
Children's Clothing Store
Consignment Store
Department Store
Flooring/Carpet Store
Florist
Garden Store/Nursery
Gift Store
Grocery Store
Home Electronics Store
Home Improvement Store
Home Furnishing Store
Liquor Store
Mattress Store
Men's Clothing Store
Outdoor Outfitters
Place to Buy a Used Car
Shoe Store
Sporting Goods Store
Thrift Store
Toy Store
Women's Clothing Store

Local

Church
Community Activist
Local Actor
Local Actress
Local Athlete
Local Author
Local Cause
Local Clothing Designer
Local Hero
Local Legislator
Local Radio Personality
Local Sports Team
Local Talk Show Host
Local Television Personality
Local Twitter Feed
Local Website/Blog
Neighborhood
Philanthropist
Place to Get Married
Place to Take Out of Town Guest
Place to Work
Scenic Spot
Staycation Location

Sample Ballot



1. GROUP AD



2. CATEGORY AD



3. DIGITAL AD



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Welcome



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