



HOME FAST FACTS EVENTS REAL ESTATE BUZZBOOK ASK & ANSWER

Welcome Note • Out & About • House & Hood • Planning & Social • In The Know • Shopping & Services • The Greater Good

2 New Storytimes @ Darien Library

Dads' Storytime
Fathers and pre-walking babies are invited to spend time together for stories, rhymes, and songs.
Saturdays at 11 a.m. January 30 and March 6
Grandparents' Storytime
The Darien Library will be co-sponsoring this new storytime with the Darien Senior Center. Preschoolers and their caregivers are welcome to join us at the Darien Senior Center for stories, songs, and [...]

Jan 12, 2010 | 0 comments | View Post

OUT & ABOUT

What To Do This Winter...?

I've got a 2-year-old who is bouncing off the walls this morning and am taking away an adorable face-plant that is turning out to be like any other renovation (taking twice as long and costing ten times more than

Jan 04, 2010 | 0 comments | View Post

Ho-Ho Helping Hands in Darien This Holiday

Feeling stressed? Or not? Here are a couple of opportunities to get a little help with holiday preparations: Child's Play Dropoff at the Darien YMCA, Saturday December 12th and December 19th - any block of time between 10am and 4pm -

Dec 11, 2009 | 0 comments | View Post

PLANNING & SOCIAL

Skating Parties

Skating parties are fun for kids, teens, and parents too ... the Darien Ice Rink is a great idea for an indoor party - any time of year!

Jan 10, 2010 | 0 comments | View Post

Social Media Course - a New Year, a New Social YOU

I'm very excited to announce a new workshop I'll be teaching at the YMCA Darien/Walton (for members), starting January 11th. Space is limited, so call to reserve your seat ASAP!! If one of your new years'

Dec 21, 2009 | 0 comments | View Post

HOUSE & HOOD

"I Ain't Got Gnomebody"

This has nothing to do with real estate but I couldn't resist. You may have seen this in the Darien Times last week, but just in case..... GNOMES MISSING FROM EDGEWOOD RESIDENCE five

Dec 07, 2009 | 0 comments | View Post

This Weekend's Open Houses in Darien, December 6th

All the open houses in town, conveniently listed in one place, brought to you by long-time Darien resident and real estate expert, Susan Nov. Let Susan set up a weekend tour of Open Houses for you and/or introduce you

Dec 05, 2009 | 0 comments | View Post

IN THE KNOW

Ed Alert

At 8:25am this morning, I got a text message and email that Darien public schools had a 90-minute delay ... did you?

Jan 06, 2010 | 0 comments | View Post

A Don't Miss For Parents of Pre-schoolers

The YMCA Parent Awareness Network presents "IS MY CHILD READY FOR KINDERGARTEN?" A Panel Discussion Wednesday, November 18th 9:15-11:00 AM Is your child ready for Kindergarten? What does he/she need to know to flourish in school? How

Nov 16, 2009 | 0 comments | View Post

At-A-Glance

EVENTS POPULAR FORUM VIDEO

Featured Events

Tuesday, 19 January, 2010 - Weight Management&Cleanse Solutions with Dr. Yomtov

Friday, 22 January, 2010 - Dre Towey @ Mom's Morning In

Friday, 22 January, 2010 - DARIEN YOUTH COMMISSION-7th&8th GRADE TOPS - EXTREME BOWLING

Friday, 22 January, 2010 - DARIEN YOUTH COMMISSION- 6th GRADE TOPS-GYM&SWIM NIGHT

Saturday, 23 January, 2010 - Organized Playgroups Open House

Premiere Sponsor

Market Day Fridays Sunday Specials Cafe



FLOWERS OUTDOOR LIVING SPECIALTY SERVICES

Buzzable Businesses



View All Buzzable Businesses

Recent Buzz

>> Darien Center For Integrative Medicine
"After only a couple of months of treatments and following Dr. Z's instructions, I no longer have to take antacids or prescription drugs. I now can eat food that I could never eat before without suffering any stomach

The NEW & IMPROVED AllAboutDarien.com

Improved Content Organization

plus

Facebook, Twitter and Social Media Integration for Push and Pull Exposure

plus

New Features: Video, Info-Builder, Forum, Tweets Around Town

plus

Streamlined Advertising Thru Logos and Announcement Slider, Social Media

plus

Same Trusted Resource for Insider Community Information

equals

Better Reach, Branding and Value for Advertisers



AllAboutDarien.com Advertising Opps

Revised: January, 2010

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Premiere Sponsor
 Market Day Pottery Monday Kappa Kappa Kappa
 Nielsen's SINCE 1928
 Buzzable Businesses
 Helen Ainson
 Eveningwear _ Mother of the Bride & Groom | Accessories _ Sportswear _ Sizes 2-24
 www.HelenAinson.com
 Other logos: THE GREAT CHERRY TREE COMPANY, Polaner's, The YWCA, The 505 Juice, SPINNY, and a crescent moon logo.

View All Buzzable Businesses
 Recent Buzz
 >> Darien Center For Integrative Medicine
 "After only a couple of months of treatments and following Dr. Z's instructions, I no longer have to take antiacids or prescription drugs. I now can eat food that I could never eat before without suffering any stomach

Announcement eBlast - \$150/ blast

- 1 Announcement (text plus image or logo in a post), 1 week, plus blasts to Facebook Fan Page and Twitter
- Inclusion in 1 Weekend Agenda email (120x90 Button and title of announcement that links to announcement on the website)
- Announcement is archived in appropriate Category as well as the appropriate keyword tags

Premiere Sponsorship - \$500/mo

- (1) 295x125 spot shared among maximum of 5 sponsors
- exposure potential across all pages of blog
- up to 4 announcements for Announcements Slider
- ad in Weekend Agenda, emailed 3 to 4x/ month

Buzzable Business Tile - \$100/mo

- (1) 240x90 tile, centered above buttons, non-exclusive; randomly interchange/rotate with other advertisers in same spot with each page refresh
- exposure potential across all pages of blog
- includes full-featured, self-service, Search Engine Optimized mini-site/listing in Buzzbook
- includes random rotation of Testimonials across all pages of blog

Buzzable Business Button - \$50/mo

- (1) 120x90 Logo Button shared among 6 spots that randomly display/interchange logos each time the page is refreshed/ reloaded; includes listing and testimonials

AllAboutDarien.com Advertising Opps

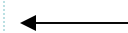
Revised: January, 2010



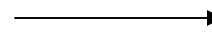
- Fairfield County's Premiere Word-of-Mouth Business Directory
- Lets Customer Testimonials Do Your Advertising For You
- Amplifies Word-of-Mouth Across Fairfield County To Your Most Desirable Prospects
- Each "Testimonial" Rotates Your **Buzz Listing** Throughout the Site; The More Testimonials Your Buzz Listing Has, The More Advertising You Receive – All For One Flat Fee
- In-store promotional tools and unique promotional web address provided to help promote your Listing and acquire Testimonials
- Expansion into additional websites (i.e. AllAboutFairfieldCounty.com) included for even greater reach
- Buzz Listing is like a mini website and includes ability to upload photos, coupons and more: completely self-service for full control



Category Search Results



Listing/ Mini-Site



AllAbout Buzzbook Listing Options

Effective 3/1/10

Basic Listing: \$350/12 months

Be found: Even if your listing doesn't rotate thru the site, The AllAbout Buzzbook is where people will go first, and you can't afford not to have your business there! INCLUDES: * **Logo** ***Searchable in 1 Category** ***Brief Description of Business** ***Google Map to location** ***Link to Website**

Buzzable Business Button & Listing -- \$50/month

Let your customers' buzz, combined with the presence of your logo and reference as a Buzzable Business throughout AllAboutDarien.com, pull customers to your listing or website. Upload photos, coupons, announcements, menus and more to make the most of your listing. INCLUDES:

- **120x90 Logo Button** rotated randomly across all content pages of AllAboutDarien.com
- Testimonials enabled; **unlimited number of Testimonials** will rotate thru content pages
- Listing can be placed in **up to 5 Categories**
- **Priority positioning** in search results; highlighted, shows above Free Listings
- a long business description inside the listing to provide more information about your business
- Up **to 3 Photos** and **Documents Upload** (i.e. brochure, menu)
- **Unlimited COUPONS & Special Offers**, which can be uploaded to the listing and will rotate on the main page of the Buzzbook and be featured on a page dedicated to Coupons, Sales & Specials

Buzzable Business Tile & Listing -- \$100/month

Includes everything the Buzzable Business Button package includes, but instead of a 120x90 logo button it includes a **240x90 tile**, centered above the Buttons. Larger space to work with and prominent positioning. Non-exclusive; rotation works the same way as with buttons.

ALL LISTINGS REQUIRE PAYMENT VIA CREDIT CARD, PAID EITHER MONTHLY OR ANNUALLY (where applicable). CREDIT CARD PAYMENTS ARE ACCEPTED VIA PAYPAL: YOU DO NOT NEED A PAYPAL ACCOUNT IN ORDER TO MAKE PAYMENT WITH CREDIT CARD OF YOUR CHOICE.

TO RENEW AND/OR UPGRADE, SIMPLY LOGIN TO YOUR LISTING ACCOUNT AND SELECT "MEMBERSHIP" TYPE



Announcing Our New

ADVERTISER REFERRAL BONUS PLAN

We appreciate your business, and would like to reward you for spreading the word about AllAboutDarien.com advertising opportunities.

For each new advertiser you refer to AllAboutDarien.com who purchases a Listing or other ad, we will award you:

**ONE MONTH FREE : Buzzable Business Tile & Listing
(\$100 Value)**

All they need to do is mention that you referred them when they contact us at

nicole@allaboutdarien.com

and when they purchase their ad we will credit your account for the month following your last paid month (next month for monthly membership, month 7+ for 6-month membership, month 13+ for annual membership).

We will send you an email notifying you of your credit. If you have any questions, call Nicole at 203.655.4447