



Dear Business Owner,

I would like to take this opportunity to introduce to you the Park Hills Civic Association (PHCA). Since its inception in 1936, the primary purpose and objective of the PHCA has been to improve and promote civic and recreational interest for Park Hills residents. The PHCA is a group of dues paying residents who live in Park Hills, KY. The Association holds monthly meetings, publishes an online newsletter, and sponsors various social events throughout the year.

With the installation of a new website, www.phcahub.org, the PHCA is now offering sponsorship opportunities to area businesses. Your contribution will aid the PHCA in holding more events for the residents, funding currently held events, helping with the upkeep of the website and many other civic opportunities. More importantly to you, it will provide publicity for your business.

The PHCA is guided by residents of Park Hills with the volunteering of their time to help put on a variety of events throughout the year. Annual events consist of Breakfast with Santa, Christmas in the Park, Luminary Night, Easter Egg Hunt, Citywide yard sale, Memorial Day Parade, Summer Picnic, Golf Outing, Halloween Pumpkin Parade, Trick or Treat, and Halloween Party at the Firehouse. As a non-profit organization, the monetary responsibility sometimes falls on the shoulders of the volunteers to keep these activities going. While membership dues from residents help fund the majority of these activities, we still fall short.

In order to continue the traditions residents of Park Hills have come to expect, we need your help. Please take a minute to consider the different levels of advertising available and see what level will best meet your marketing needs and your budget. Each level offers a different amount of exposure to over 1,300 households in Park Hills, many of which have an average family income of \$66K¹. All ads will run for one year with the option to renew at the end of that year.

Thank you for your time email questions to Advertising@phcahub.org

Sincerely,

¹ According to Wikipedia and the 2000 Census

2010 Advertising Packages

Please take a minute to review the different levels of advertising offered with the PHCA.

Platinum \$500

- Ad space on one of the main pages of the website (Events or Hub Page) that receive the most web traffic with link to your website
- Business listing under “Support Our Local Businesses” with hyperlink to your website and email address
- Ad space in our quarterly newsletter “The Hub”
- Limit of 3 Ads to a page

Gold \$350 (see ML Barnard or NKOL for example of this level)

- Ad space on a page of the website (Membership, Calendar, Village Green, or another sub page) with link to your website
- Business Listing under “Support Our Local Businesses” with hyperlink to your website and email address
- Limit of 3 Ads to a page

Silver \$125 – (examples are in text missing hyperlink on the Support Local Businesses under the directory link)

- Business Listing under “Support Our Local Businesses” with hyperlink to your website

Other

_____ I would like information on how to sponsor a PHCA Event

_____ Please accept my donation of \$ _____

_____ Would like to advertise in Hub Newsletter Only

Make Checks Payable to :

**Park Hills Civic Association
c/o Amy Lantz, Treasurer
1106 Amsterdam Rd.
Park Hills, KY 41011**

Artwork to: Advertising@phcahub.org preferably in .JPG, .BMP, .TIF format

*No ads will be featured on the Home Page or the “New to Park Hills” Page

* Park Hills residents wishing to advertise will receive a 20% discount