



**PARTICIPATE IN THIS HELPFUL DIRECTORY AND WATCH YOUR REVENUE GROW**

**For more information or to reserve your space, please contact your sales representative at**

**760-325-2333**

**Jacki Leigh ext 220 Jeff McGurk ext 283 Jennifer Allen ext 332 Jim Doyle ext 221  
Julie Rogers ext 255 Michael Mathews ext 236 Paulina Larson ext 286 Robert Hrivnak ext 216**

**TOP OF THE TOWN** is the newest integrated mobile communication delivery system powered by *Palm Springs Life*.





## ONE-STOP RESOURCE

As a brand that has been established for almost 55 years, *Palm Springs Life* has a respected and dependable relationship with readers and advertisers. Now we are offering a multimedia connection to our residents and visitors like never before. TOP OF THE TOWN is a one-stop resource for consumers to preview local businesses by watching videos, browse photos, enter giveaways, and sign up for mobile notifications from their favorite establishments around town. By utilizing TOP OF THE TOWN, you will guarantee your consumers stay directly connected to your business and services, all year long.

## TOP OF THE TOWN PROMOTES YOUR BUSINESS

- Direct marketing and lead generation programs
- Helping you reach consumers instantly
- Showcasing your business on [www.palmspringlife.com](http://www.palmspringlife.com) to 81,000 unique monthly visitors
- Highlighting your business in the *Desert Guide*; 80,000 copies printed monthly with the largest circulation of any publication serving the Palm Springs Desert Resorts

### MOBILE



Weekly Promotions

### ONLINE DIRECTORY LISTING



[www.palmspringlife.com](http://www.palmspringlife.com)  
81,000 unique monthly visits

### CUSTOMIZED SIGNAGE

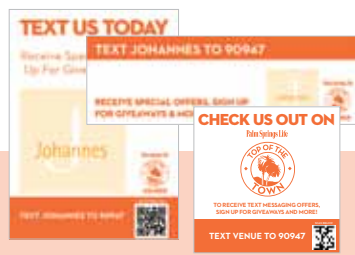


Table Tent, Check Insert and Window Decal

### CUSTOMIZED VIDEO



[www.palmspringlife.com](http://www.palmspringlife.com)  
81,000 unique monthly visits

### DESERT GUIDE



Listing: 89,000 monthly copies

## **ALL INCLUSIVE BUNDLE 12x rate / \$550**

### **Online**

- Microsite on palmspringslife.com with 20 photos
- Online Video highlighting your business
- Rotated name, logo and link on palmspringslife.com homepage
- Featured in members showcase
- A link to your website, open-table, facebook and twitter from your microsite
- Facebook and Twitter mentions from Palm Springs Life

### **Mobile**

- One introductory text to Palm Springs Life Database
- Two text messages per week to your growing database  
(May include special offers, news, entertainment, surveys/polls, link to menu, etc)

### **Signage**

- Table Tents
  - Check inserts
  - Window Decals
- (All signage uses QR Codes for quick consumer response)

### **Print**

- Desert Guide Premium Listing

### **Contesting**

- Mobile and online contesting  
(6x per year with year contract or 3x with 6 month contract)

### **BONUS**

- Dedicated TOP OF THE TOWN newsletter sent to 24,000 opt-in subscribers with logo and hotlink to your microsite.
- Monthly logo placement within TOP OF THE TOWN ads in the *Desert Guide* (based on space availability) – 89,000 copies.