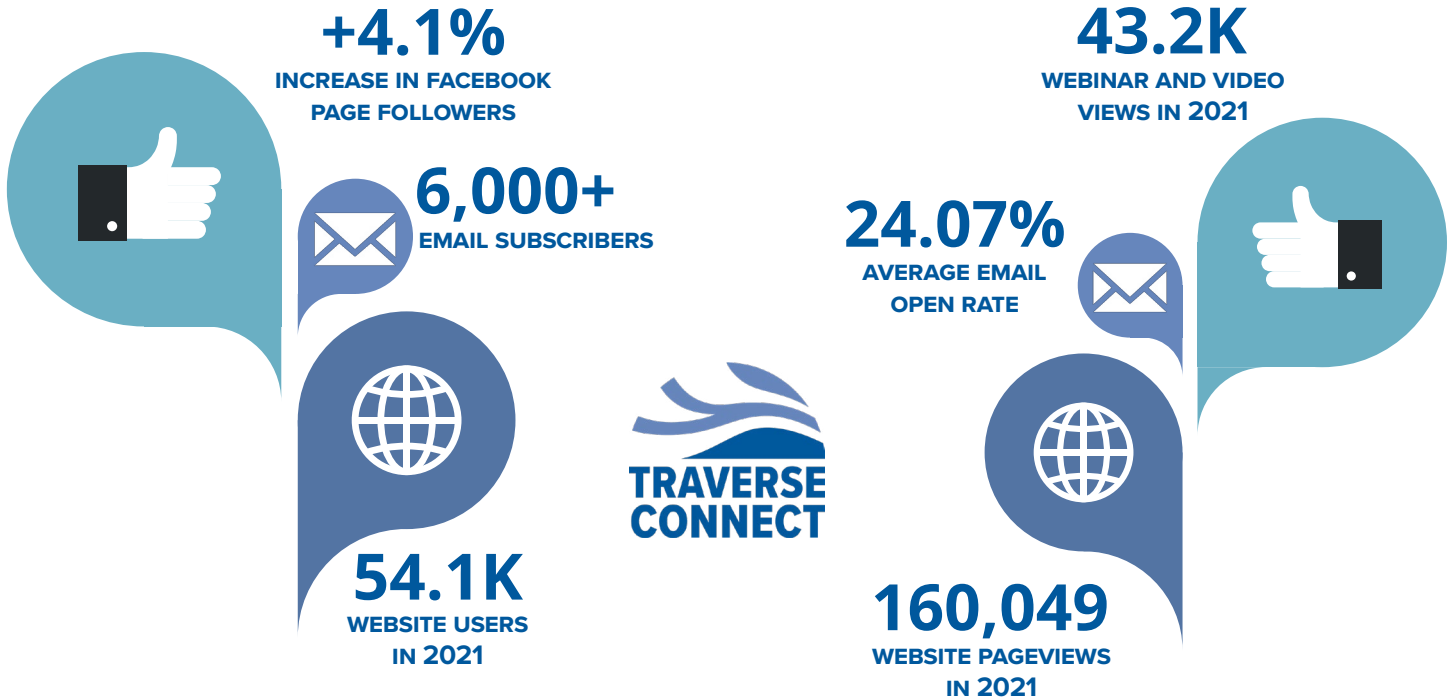


TRAVERSE CONNECT'S DIGITAL AUDIENCE



MAKING THE MOST OF YOUR ADVERTISING

Traverse Connect offers investors affordable digital advertising that can be scheduled weekly, monthly, or through a discounted package rate. Your advertising will reach an engaged audience of business owners and community influencers, increasing your chances of conversion.

When placing your advertisement with Traverse Connect, create a [custom campaign](#) (unique url address) to your website through tools like [Google's Campaign URL Builder](#). This will ensure that your website analytics will capture the traffic generated from your advertisement. After your ad is placed, use [Google Analytics to collect campaign data](#).

 Google Analytics | Demos & Tools

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

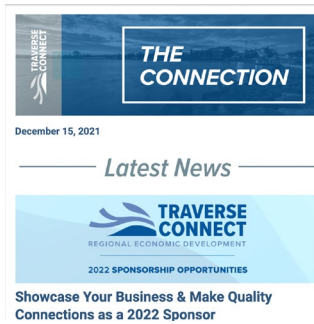
Traverse Connect Investor benefit packages at the Executive, Partner and Champion levels include the following digital advertising packages. These packages offer an additional discount from the special investor rate.

EXECUTIVE INVESTORS

Package Value: \$300

Advertising in the following Traverse Connect channels:

- One 400 px-square advertisement in The Connection
- One 400 px-square advertisement in the Traverse City Young Professionals Monthly newsletter

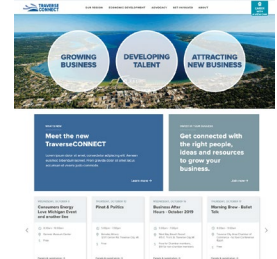


PARTNER INVESTORS

Package Value: \$750

Advertising in the following Traverse Connect channels:

- One banner advertisement (564 x 150 px) in The Connection
- One banner advertisement (564 x 150 px) in the Traverse City Young Professionals Monthly newsletter
- One-month advertisement on Traverse Connect website (300 x 250 px)

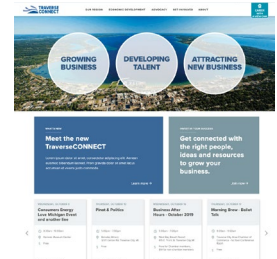
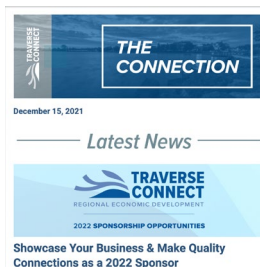


CHAMPION INVESTORS

Package Value: \$3,900

Advertising in the following Traverse Connect channels:

- Four banner advertisements (564 x 150 px) in The Connection
- Four banner advertisements (564 x 150 px) in the Traverse City Young Professionals Monthly newsletter
- Six-month advertisement on Traverse Connect website (300 x 250 px)



Traverse Connect offers a Content Advertising package to our Champion-level investors. This package offers businesses the opportunity to reach prospective partners and customers through articles on the Traverse Connect website shared through the The Connection, and social media channels.

WEBSITE CONTENT

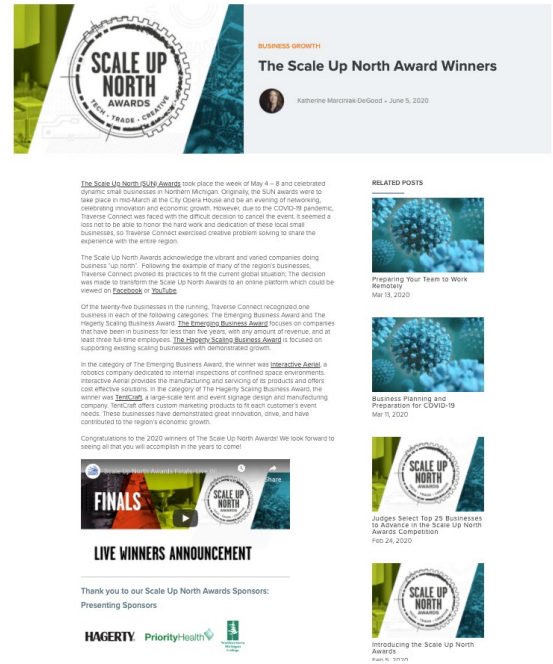
Package Price: \$1,500 (Maximum of one package/quarter)

Article posted to the Traverse Connect website:

- Content provided by investor company, including supporting photos, video, and graphics
- Author bio and photo to be provided by investor company
- Article to focus on one of the following categories and themes:
 - Business Attraction
 - Business Growth
 - Economic Development
 - Talent Attraction
 - Talent Retention

Scheduling of content advertising to be determined at time of payment.

Content to be edited and subject to approval by Traverse Connect prior to publishing.



THE CONNECTION & SOCIAL MEDIA

Summary of article to be shared in one edition of the The Connection with link to full content on Traverse Connect website.

Summary of article to be shared on the Traverse Connect Facebook, LinkedIn, and Twitter social media channels. Post to be boosted to audiences in geographic and demographic categories as preferred by the investor company.

Scheduling of content advertising to be determined at time of payment.

Social media advertising will not exceed \$400 for all advertising placed on Facebook, LinkedIn, and Twitter. Social media boosting included in package.

