

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

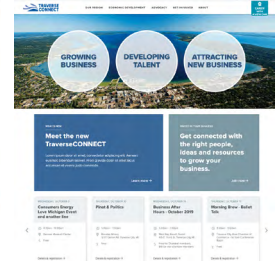
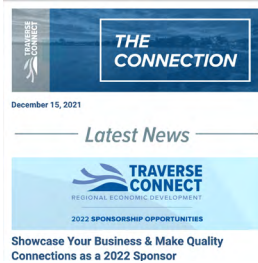


PARTNER INVESTORS

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)

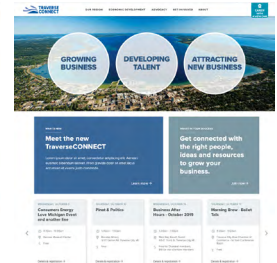
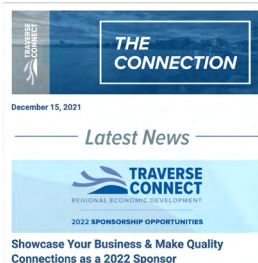


CHAMPION INVESTORS

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

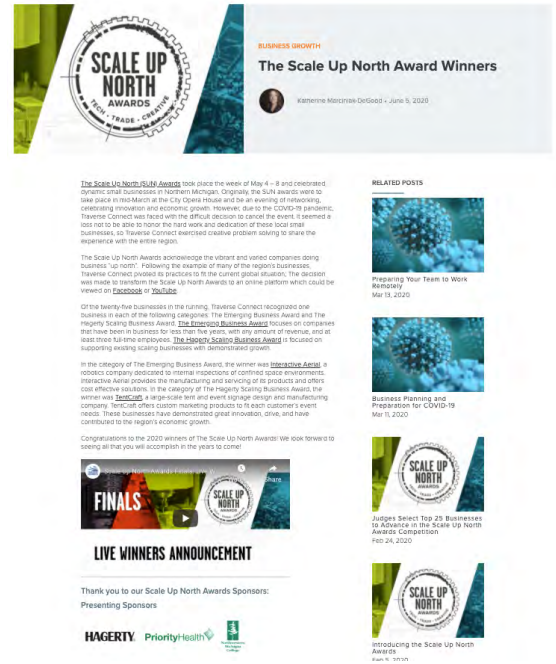
Package Price: \$1,500 (Maximum of one package/quarter)

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.

