

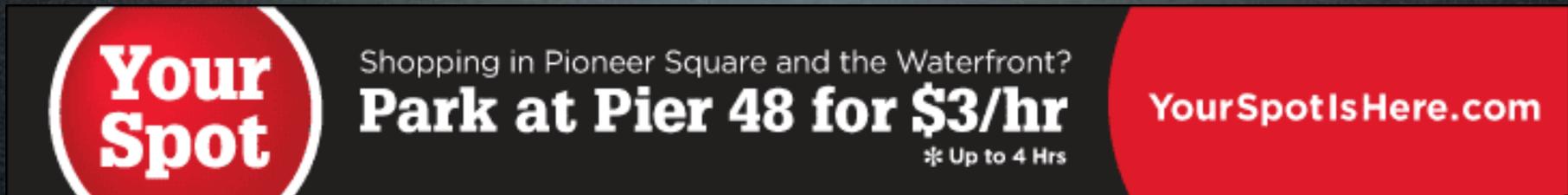
Your Spot Is Here

Campaign Update

December 14, 2011



Pier 48 Ad Push



Your Spot Shopping in Pioneer Square and the Waterfront?
Park at Pier 48 for \$3/hr
* Up to 4 Hrs

YourSpotIsHere.com



Shopping in Pioneer Square & the Waterfront?
Park at Pier 48



YourSpotIsHere.com



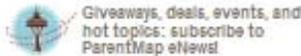
Your Spot Pioneer Square
Parking at Pier 48
for \$3/hr

Pier 48 Ad Push

- RedTricycle.com
 - 100% SOV banner (50,000 impressions)
Dec. 15-30
 - E-newsletter blasts (20,000 subscribers)
Dec. 15 and 18
- Seattle Weekly- “Weekly Fix” Newsletter
 - Position A in two blasts (6,000 subscribers)
Dec. 21 and 28
- ParentMap.com
 - Ad runs through December 31 (20,000 impressions)
 - E-newsletter blast (16,000 subscribers)
Dec. 20

Parent Map





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homemade for the holidays

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ParentMap Events: Preschool Previews

Compare dozens of preschools from your community under one roof to find that perfect fit for you and your child.

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Calendar

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12 Mon	13 Tue	14 Wed	15 Thu	16 Fri	17 Sat	18 Sun
Argosy Christmas Ships: Seattle						Seasonal and Holiday
Caspar Baby pants and Santa Cupcake Party		Bellevue Square				
				Seasonal and Holiday		
Tots on the Ridge						
			Workshops			

Shopping in Pioneer Square & the Waterfront?

Park at Pier 48

\$
3

PER HOUR*

Up to 4hrs.

YourSpotsHere.com



Website Analytics

- Pageviews: 4,950
- Unique Visitors: 1,767
- Avg. Time on Site: 1:39
- Pages/Visit: 2.38
- Subscribers via Website: 31
- Top Content (Pageviews):
 - Home Page- 2,404
 - Spotlights- 208
 - Events- 193
 - Maps- 170
 - Garages- 169
- Sources of Traffic:
 - Direct: 916 (44%)
 - WSDOT: 121 (5.82%)
 - DSA: 110 (5.29%)
 - Google (Organic) 85 (4.09%)
 - Seattleaquarium.org 59 (2.85%)



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