



"Lahaina.com is my source for local information, whether that means catching up on Maui news or finding a new restaurant to try."

-Kimi Werner

"With a site address like Lahaina.com how could you go wrong?"

-Larry Gilbert, Gilbert & Associates Advertising

Now is the time for Cost-Effective Advertising





Welcome to the New School.

“Do you know exactly how many people see your print or TV ads? Are you able to track your marketing?” Advertising in magazines, newspapers, and TV is Old School. You send your message out and hope people will respond. Without trackable results, there is no measure of effectiveness.

The New School is the Internet.

- Search is the No. 1 choice of general consumers and small-business owners alike when looking for a local product or service.
- 63 percent of consumers turn to the Internet first when looking for local products or services.
- Consumers use search engines 72 percent more than two years ago.





The power is in the brand.

- If you could choose one domain for Boston, what would it be? Boston.com?
- If you could choose one domain for Tommy Bahama, what would it be? TommyBahama.com?
- If you could choose one domain for Lahaina, what would it be? Lahaina.com

Lahaina.com is the pure city.com. Not only does Google and other search engines give high authority to our name in their algorithms, but over a quarter of our traffic comes from users who type Lahaina.com directly into their browsers—bypassing Google, Yahoo and other search engines.





Get found.

- Search engines are the NOW and the Future.
- Our search engine optimization yields our pages into the top of Google search engine results, something most small businesses can never obtain.

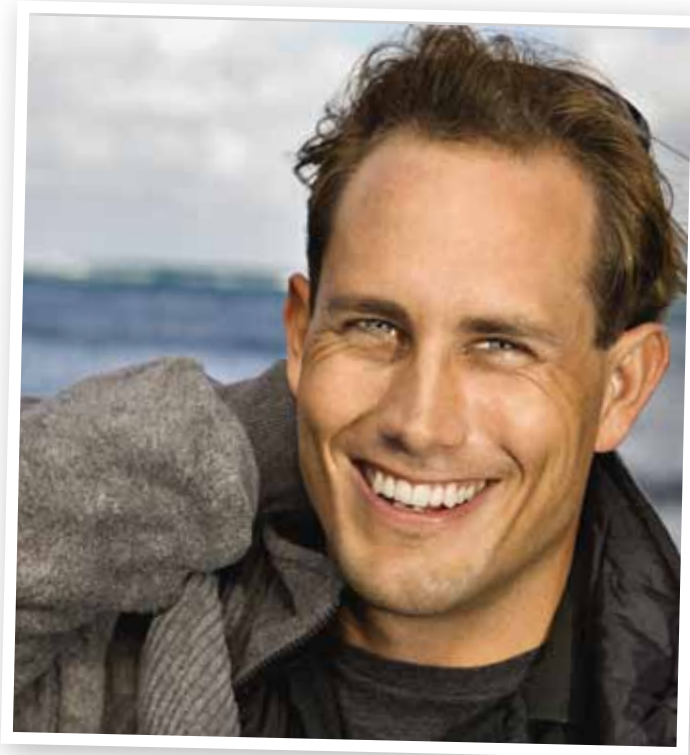




Location, location, location.

Lahaina.com is the premier location for Maui on the online real estate world. The public intuitively associates Lahaina.com with the Lahaina area.

When someone in Los Angeles, Seattle or Canada is planning their next trip to Lahaina and the Maui area, where do you think they'll find your business first? That's right, Lahaina.com.

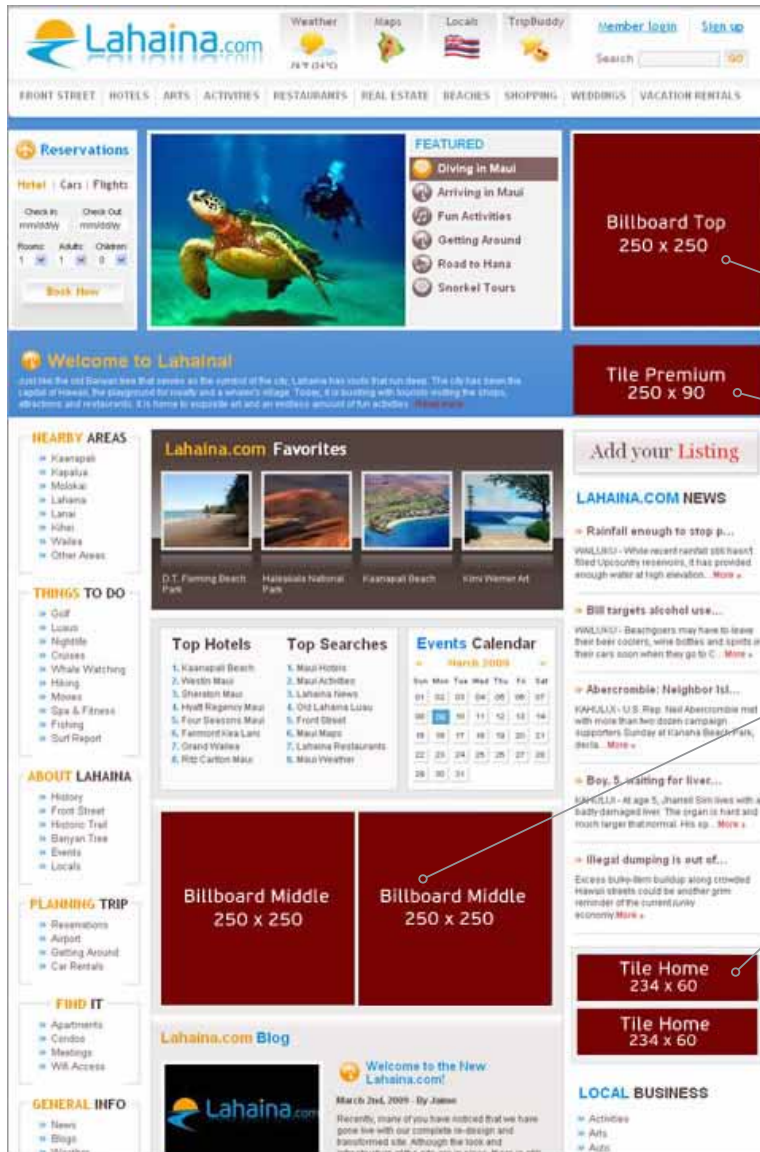


Demographics

Travelers to Maui are one of the most affluent demographics in the world. A majority of these travelers are well educated and come from a professional background.

- Over 60% of the visitors to Maui earn a household income that exceeds \$150,000.
- Maui visitors make 4 times more online purchases than the average Internet user –Comscore/Media Metrix.





The screenshot shows the Lahaina.com homepage layout with several ad placements:

- Billboard Top 250 x 250:** Located in the top right corner, featuring a dark red background with white text.
- Tile Premium 250 x 90:** Located below the billboard, featuring a dark red background with white text.
- Billboard Middle 250 x 250:** Located in the middle section, featuring a dark red background with white text.
- Tile Home 234 x 60:** Located in the bottom right section, featuring a dark red background with white text.

Ad Placement

Billboards and Tiles (Home page)

Billboard Top 250 x 250 Pixels

Tile Premium 250 x 90 Pixels

Billboard Middle 250 x 250 Pixels

Tile Home 234 x 60 Pixels

Kimi Werner Art

Website: <http://www.kimiwernerart.com/>
 Email: kimiwerner@gmail.com
 Address:
 Maui, HI 96761

Kimi was born on the island of Maui and is a long-time oil painter. She is also the United States Women's National Champion for Spearfishing Freediving.

Because of her love for the water and nature in Hawaii, majority of her work is concentrated in these elements. She enjoys painting from life whether she is painting a landscape, a favorite surf spot, or the human figure. Kimi usually works in alla prima (wet into wet) style and most of her landscapes are done outdoors, "en plein air."

Kimi has received awards and recognition from the John Young Art Foundation, The Windward Artists Guild, and the AHA.

Kimi currently lives in Hawaii where she can pursue her passions of cooking good food, catching great fish and painting what makes her happy!

Here are a few examples of her art work and you can view her full art portfolio on her website at [KimiWernerArt.com](http://www.KimiWernerArt.com)









Photo Gallery - Kimi Werner Art

[Click here](#) for Slideshow.
 You can also click on any of the photos to start slideshow.



[more photos »](#)


Reviews

★★★★★ (1 review) [Sign Up to rate this listing](#)
[See comments](#)

Complete the form below to contact us.

* Your Email
 Subject
 * Additional message

Please enter the text you see in the image at the left into the textbox below. This is required to prevent automated submission of contact requests.

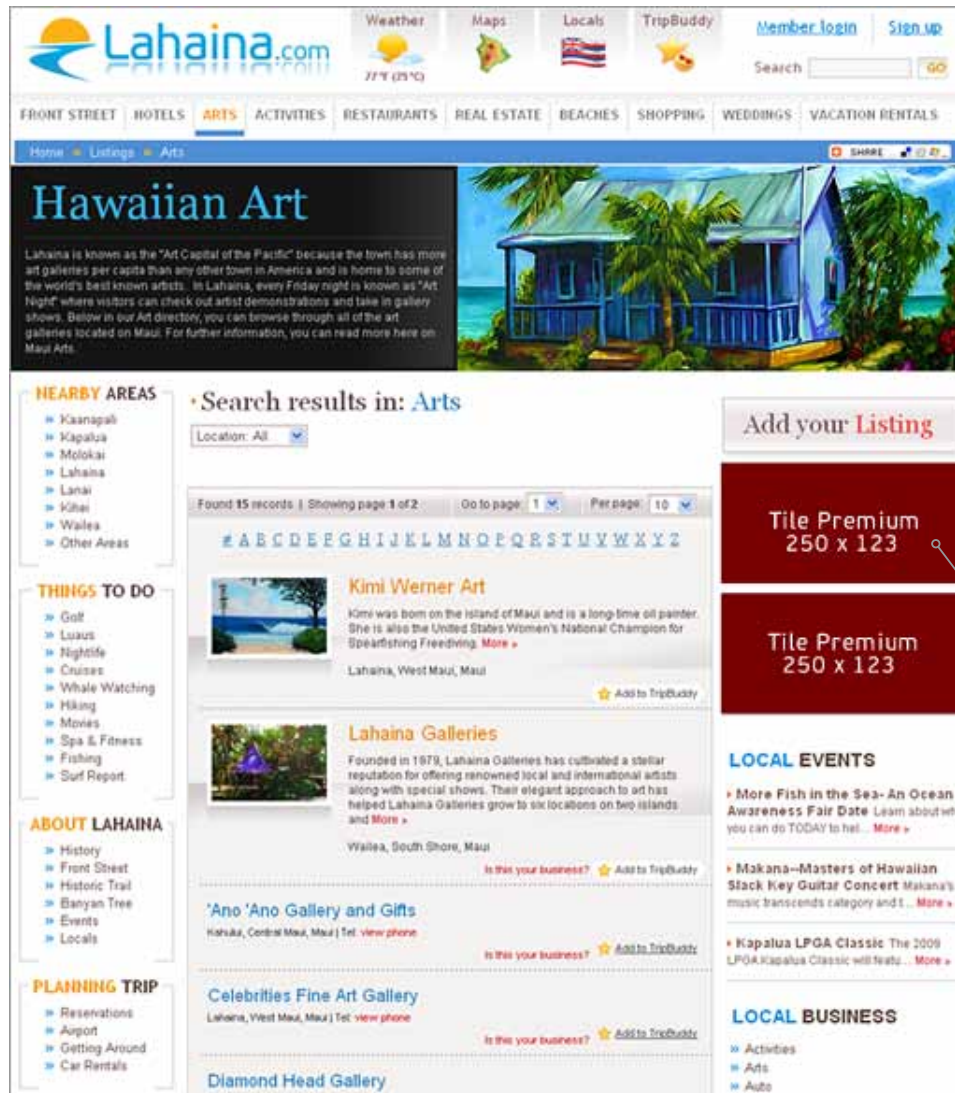


Ad Placement

Optimized Landing Pages

These featured business pages act as an additional website promoting your business on our highly targeted traffic site. They include:

- Photos/Video
- Coupons
- Reviews and details about your business
- Rates/Menus/Pricing
- Designed to convert



The screenshot shows the Lahaina.com website interface. At the top, there's a navigation bar with categories like FRONT STREET, HOTELS, ARTS, ACTIVITIES, RESTAURANTS, REAL ESTATE, BEACHES, SHOPPING, WEDDINGS, and VACATION RENTALS. The main content area features a search results page for 'Arts' with 15 records found. The results include listings for Kimi Werner Art, Lahaina Galleries, 'Ano 'Ano Gallery and Gifts, Celebrities Fine Art Gallery, and Diamond Head Gallery. On the right side, there are two red 'Tile Premium 250 x 123' advertisement spots. A line from the text 'Tile Premium Directory 250 x 123 Pixels' points to these spots.

Ad Placement

Spotlighted Placements and Enhanced Advertisements (Directory results page)

Benefits included:

- Predominate exposure to visitors in targeted directories
- Can be linked to client's website when strategic to do so

Tile Premium Directory 250 x 123 Pixels

Ad Placement

Video



- 77% of Web users watch online video–
ComScore Video Metrix, November 2008
 - Customers and potential customers watch an average of 4.5 hours of online video each month–ComScore Video Metrix, November 2008
 - Nearly two-thirds of users say they take action after seeing an online video ad:
 - Go to a company's website (44%)
 - Search for more information (33%)
 - Visit a business to look at a product (22%)
 - Talk to friends/family about product (21%)
- September 2007 TNS study sponsored by AOL & Google

Feel free to contact us directly to discuss some of the video options we can offer your business.

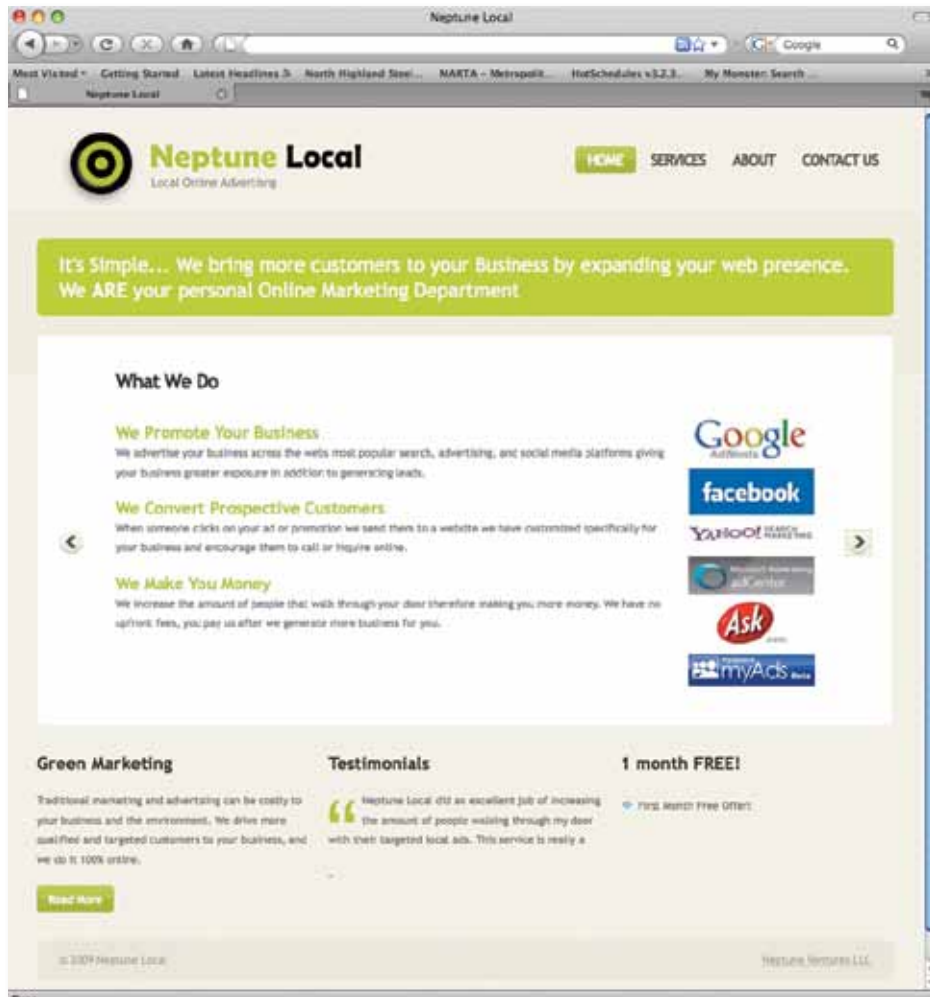


Partnerships

At Lahaina.com, we view our advertisers as much more than just an advertiser, but a business partner.

We are open to any “out of the box” advertising that will help promote your business to its full capability. Whether that means solely sponsoring a full page or us posting a featured story on your company on Lahaina.com, we want to highlight your business.

We have found that these types of partnerships can be the most effective strategy for your business. Please feel free to contact us to discuss any of these partnership ideas in more detail.



Neptune Local

Apart from Lahaina.com we also run a local online marketing company called Neptune Local that specializes in using the internet to deliver new customers to local businesses.

Not only will we be using these strategies on Lahaina.com to spotlight our pages and advertisers, but we want to offer these services to your company as well. If you are interested in even more leads driven to your business, please feel free to contact us directly to discuss in more detail.



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