

New customers. Guaranteed.

What's in it for my business?

HotSteamboatDeals.com is an unbeatable, money-saving local offer for things to do, see, eat or buy. For advertisers, it's an unbeatable way to reel in new customers.

Instant action. A Hot Deal offer is e-mailed to subscribers every Monday, Wednesday and Friday. These deals are heavily discounted to spur action – 50 to 80 percent off. Consumers can purchase the offer that day only and redeem it up to a year in the future, like a gift card.

Far-flung exposure. In addition to e-mail distribution, the Hot Deal is shared with our Facebook fans and Twitter followers. The Hot Deal website – HotSteamboatDeals.com – is promoted daily on the print and online front pages of the Steamboat Today. The promotional value of this program exceeds \$2,000. There's also good, old-fashioned word of mouth: Hot Deal users are quick to share their favorite offers with friends and family, further increasing your brand awareness.

Long-term impact. The Hot Deal delivers eager consumers to your door. Once they have a taste of your products and services, they'll return again and again.

Zero upfront cost. Our payment is a portion of the sales from each Hot Deal offer sold. We process all transactions and direct deposit your share of the revenue into your account (50 percent the day after your deal closes and 50 percent within 30 days).

The Hot Deal delivers an intensely local marketing opportunity backed by the power of Steamboat Today's reach – in print, online and beyond. Call 970.871.4235 today to reserve your Hot Deal.

The marketing reach of Steamboat Today

For TWO days, your deal will be featured:

- On HotSteamboatDeals.com
- In an email sent to more than 5,000 subscribers
- On SteamboatToday.com
- On ExploreSteamboat.com
- On multiple pages of Facebook.com
- On the front page of the Steamboat Today newspaper
- In a quarter-page ad inside the Steamboat Today



Frequently Asked Questions

What are the standard restrictions on a Hot Deal?

Hot Deals may not be redeemed for cash, and must be used in one visit. They must also have an expiration date that complies with all state and federal rules governing gift cards.

May I add additional restrictions to my Hot Deal?

Yes. Please submit a list of restrictions to the Hot Deals staff.

How do I get paid?

Steamboat Today has partnered with Second Street Media. Second Street Media collects customer payment, distributes the Hot Deal vouchers and will either direct deposit your portion of the sales into your account or mail you a check.

How does the Today make money?

We keep a portion of the revenue from each Hot Deal offer sold and send you the rest.

How long does a deal last?

48 hours, unless you are featured on a weekend or holiday. We may also feature week-long deals for higher-end, more targeted products like golf, travel, etc.

It works!

97 percent of businesses who participate in these programs want to do it again.

Nine out of 10 said that coupon purchasers have become regular customers. Source: Groupon

Do I get to pick the day my offer is featured?

We will pick the day of the week that best fits the product and/or service you're offering. We must ensure our subscribers receive an array of services and features, therefore, we reserve the right to manage offers in the pipeline. We use past trends to determine the best placement for each offer. We will inform when your offer will publish so that you have time to prepare.

Who writes the description about my business?

Can I suggest talking points?

We take care of all the copy. We do this to ensure that every offer is engaging. If there is some specific or unusual point you would like to include, you are more than welcome to suggest it to us.

Can I get the mailing list from you so I can use it later?

Our privacy policy restricts us from sharing our email list with third parties.

How will I know how many people purchased my deal?

We will email you the results of your deal within 24 hours after the deal closes. You can also watch real time at HotSteamboatDeals.com.

The image displays three separate screenshots of the HOT STEAMBOAT DEALS.COM website, each featuring a different promotional offer:

- Screenshot 1:** Shows a deal for "The Drunken Onion" where customers can spend \$20 to get \$10 off. The deal is valid until Nov 17, 2011, 11:59 PM. It includes a photo of the interior of the establishment.
- Screenshot 2:** Shows a deal for "Balanced Bodyworks" where customers can enjoy a 1-hour massage for \$40 (an \$80 value). The deal is valid until Nov 17, 2011, 11:59 PM. It includes a photo of a person receiving a massage.
- Screenshot 3:** Shows a deal for "Sweet Pea Market" where customers can spend \$20 to get \$10 off. The deal is valid until Nov 17, 2011, 11:59 PM. It includes a photo of various fruits and vegetables.