

# Madison Area City Guides.com



## What is Madison Area City Guides (MACG)?

Madison Area City Guides ([www.madisonareacityguides.com](http://www.madisonareacityguides.com)) is a locally owned online directory serving the greater Madison area. Stoughton-owned MACG is a leading presence and the largest online directory of businesses and organizations dedicated to the Madison area, and offers customizable advertising for each business listing. MACG is consistently at the top of search engine queries for Google, Yahoo, and others.

## Why do you need an on-line presence?

More and more people are turning to the internet to find businesses and events than ever before, and you need exposure 24 hours a day, 7 days a week. Madison Area City Guides provides this to you and is an extremely affordable marketing channel that enhances your brand on-line.

If you do not yet have a website for your business, MACG provides you with the exposure you need for your business on the internet. And if you have a website, MACG supplements your website presence and will drive more traffic to your website where customers can learn more about what you have to offer.

Madison Area City Guides is customizable! MACG gives each businesses and organizations a unique opportunity to build their own customized listing, an online yellow pages with videos, web links, and more!

## Why List with MACG?

### • Increase your online presence

Listing in MACG will instantly give your business an online presence (or an expanded presence), and will enhance your search engine optimization. Businesses are given online tools and are encouraged to self-post changes and updates to listings, post coupons and more on their own timetables.

### • Affordable marketing channel

Low annual pricing and an array of add-on features make each listing economical and tailored for the business. Banner advertisements, home page features and videos are just a few of the tools to which you will have access.

### • Responsive customer and support service

MACG takes great care in providing exceptional customer service for each listing. MACG also helps you with designing or redesigning logos and graphics, developing your webpage, and account management.



On-line communications is an important way to reach your customer base. MACG provides you with an effective and affordable way to accomplish this.

- **Analytics**

As a special service, MACG can provide customers with special statistical reports to show the impact of your listings.

- **Locally-owned**

MACG is dedicated to benefiting the greater Madison community. We offer internet marketing tools and other support for local charities and fundraiser promotions, offer a community calendar and marketplace, and are focused on each business' local needs.

- **MACG is part of the Go Green Initiative**

The bottom line is that the greater Madison-area public is finding MACG, and using the site to make decisions about what businesses to frequent and organizations to turn to. Don't miss this opportunity!

Nationwide, online research and shopping is continuing to grow and is shown to be an increasingly effective way to reach customers.

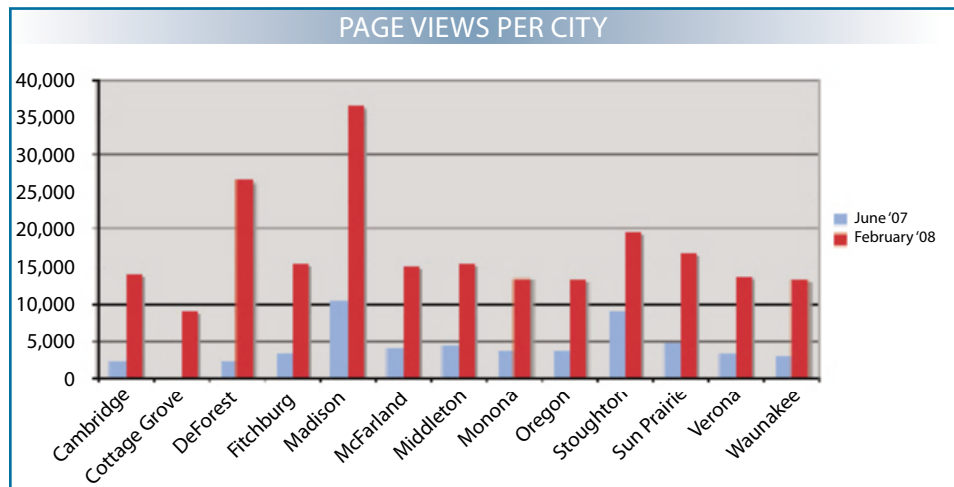
- In 2007, online advertising surpassed radio advertising for the first time, and EMarketer estimates online advertising will reach \$36.5 billion by 2011.
- In 2007, 74% of US households had dial-up or broadband Internet access.
- In 2007, searches for retail and consumer goods were in the top 10 gaining site categories.

MACG is increasingly the source that the greater-Madison area population turns to in order to locate local businesses and organizations.

"I work with many business owners in my role, and understand the challenges these businesses face when it comes to communicating their products and services on a broad scale. Madison Area City Guides is an important - and very affordable - way for them to supplement their marketing budgets."

Connie Mathison,  
AVP  
Associated Bank  
Stoughton Office

MACG has shown a dramatic increase in page views per city:



Madison Area City Guides has seen tremendous viewing growth across every city.

- 500-1,000 unique monthly visitors per city
- 275,000 total pages viewed in February
- Average of up to 30 pages viewed per visitor
- Visitors are spending an average of 5 1/2 minutes at the site
- 83% of visitors have either bookmarked or directly gone to MACG's home page.

MACG is the source for [Madison online business information](#).

An increasing number of  
Madison residents use  
Madison Area City Guides as their  
website to locally window shop.

"I have used Madison AreaCityGuide.com to help me find businesses and services in the Dane County area. The on-line directories are great for area happenings in Dane County communities."

Denise Roder  
UW Madison

## Customer Value at MACG – Why Greater Madison area residents and visitors come to the site

Visitors to MACG are welcomed to a user-friendly on-line business directory and more!

Visitors choose a geographic location for which they wish to search for a business (such as McFarland, Stoughton, Cottage Grove, and so on). The visitor then selects a category of businesses, and up come the listings. Depending on the type of listing chosen by the business (Gold, Silver, Bronze), visitors will obtain anywhere from basic information about the company to a multi-media presentation (such as video clips) and on-line store.

Visitors also are encouraged to visit the site frequently to obtain information from the Event Calendar and the Marketplace Forum.

## Event Calendar

Madison Area City Guides is home to an innovative, self-posting event calendar. This calendar publicizes both business and residential events, and is 100% free.

February 2008 [View](#)

Add Calendar Event

S	M	T	W	T	F	S
					1	2
3	4	5 <a href="#">Dads' Night Out with Army</a>	6	7	8	9 <a href="#">Kisselbucker 100 Festival</a>
10 <a href="#">FREE S&amp;B PREPARATION EVENT</a>	11 <a href="#">FREE S&amp;B PREPARATION EVENT</a>	12 <a href="#">Taxes and Retirement Seminar</a>	13 <a href="#">Retirement Options Seminar</a>	14 <a href="#">Taxes and Retirement Seminar</a>	15 <a href="#">FREE S&amp;B PREPARATION EVENT</a>	16 <a href="#">Praying Touch</a>

Community Event

Friday, March 14, 2008  
10:00 AM - 10:00 AM Local  
Location: Middleton School of Performing Arts

**Cinema Paradiso**

Best films caught on tape with discussion. Directed by Paolo Sorrentino, local tickets. Film and open to the public. Call 608.782.2222 for more information, or go to website [www.stm.org](http://www.stm.org)

*Celebrating Fearless Performers*

\*Great area to post Grand Openings, Anniversaries, and Special Events!\*



# Madison Area City Guides.com

"I have used MadisonAreaCityGuides.com many times and I always get more than I expect. I find it to be a very convenient way to look up information about Madison businesses without having to do a Google Search. MACG is quick and easy to use, and I am always satisfied with my searches. It is one of my most used 'Favorites.'"

Janet Lalor, RN  
Owner & Operator  
DVD Relief, LLC

## Marketplace Forum

Madison Area City Guides offers an interactive marketplace forum for residents and businesses to buy and sell goods. Businesses in the gold and silver listing are integrated with the business directory to directly connect your listing with more viewers! The Marketplace Forum is self-posting, meaning you have the ability to list and change your marketing on demand.



## Pick the Listing to Best Fit Your Business



**Madison Area City Guide**  
2364 Jackson Street #118  
Stoughton, WI 53589

Phone: 608-205-9233  
Fax: 608-673-0946

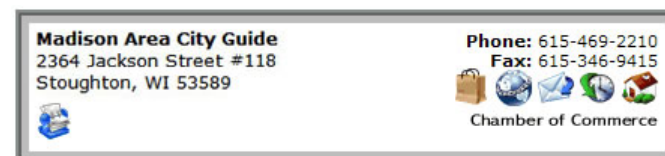
Chamber of Commerce

**Madison Area  
City Guides.com**

As the leading digital marketing company in the Madison area, MACG is recognized as the expert in new media, brand democratization and integrated marketing solutions for businesses entering the digital marketing arena or expanding their presence.

### Gold Listing

- Larger advertising area
- Business Description
- Logo and Graphics space
- Top placement in search listings on site



**Madison Area City Guide**  
2364 Jackson Street #118  
Stoughton, WI 53589

Phone: 615-469-2210  
Fax: 615-346-9415

Chamber of Commerce

### Silver Listing

- Business contact information
- Direct link to email and website



**Madison Area City Guide**  
2364 Jackson Street #118  
Stoughton, WI 53589

Phone: 608-205-9233  
Fax: 608-123-4567

Chamber of Commerce

### Bronze Listing

- Business contact information

MACG offers an affordable marketing opportunity:

### Three Types of Directory Listings

LISTING TYPE	BRONZE	SILVER	GOLD
Business Categories	1	Up To 2	Up To 4
Listing Position in Category	Low	Medium	High
Business Name	Included	Included	Included
Business Address	Included	Included	Included
Business Phone Number	Included	Included	Included
Business Fax Number	Included	Included	Included
Business Hours	Included	Included	Included
Business Map Link	Included	Included	Included
Business Email Link		Included	Included
Business Website Link		Included	Included
Business Logo			Included
Business Description			Included
Business Coupon			Included
View My Marketplace Link!		Included	Included
Home Page Rotation!			Included
Madison, Middleton, Monona	\$120.00 1 Year	\$160.00 1 Year	\$250.00 1 Year
Cambridge, De Forest, Fitchburg, McFarland, Oregon, Stoughton, Sun Prairie, Verona, Waunakee	\$90.00 1 Year	\$130.00 1 Year	\$190.00 1 Year

"I use Madison Area City Guide (MACG) for my Stoughton location - this was my first adventure into on line advertising and I have found it beneficial to the sales of my business, and also a rewarding experience personally. As a "non-techie," I have found the site is user-friendly and MACG staff is there for me anytime I have a question. MACG does great work in keeping her customers - MACG business listings - at the top of the Google, Yahoo, etc. search engine queries. I have been completely satisfied with MACG."

Dave Gasner  
The UPS Store,  
Stoughton



"I needed an on-line presence for my business. MACG has provided me an affordable and effective way to accomplish this."

Kris Sherven  
Sher-Feeds,  
Stoughton

Plus a variety of additional "a la cart" items to better market your business:

**Logo and Graphic Design**

Design or re-design your logo with the help of MACG. Enhance your online visual brand with an animated graphic. MACG can help manage logo and animation designs.

**Webpage Development**

Maximize your online presence. MACG can help you create your own webpage. If you don't already have an online presence, MACG can assist with your domain name.

**Account Management on an hourly rate**

If a business needs help with their web development and managing their account with us, or just has a lack of time, MACG is available to manage their account at their discretion.

**MACG Premium Advertisements**

Advertise your business on the MACG home page at a low monthly cost:

\$150.00 per month Home Page Featured Business

\$100.00 per month additional categories

**Account setup:** \$150.00

Prices are subject to change



More and more people are using MACG each day. Reach this growing audience - go to [MadisonAreaCityGuides.com](http://MadisonAreaCityGuides.com) and build your listing today!

## How does a business or organization register with Madison Area City Guides?

It's Easy! Just go to [www.MadisonAreaCityGuides.com](http://www.MadisonAreaCityGuides.com) and choose your city of origin.

1. Create a user account and password
2. Select Add New Listing
3. Choose a directory listing level (Gold, Silver, Bronze)
4. Enter in company information

Build your listing and it goes live when you are ready!

Contact us about cross-listing in multiple cities.

Any time you want to update, modify, or enhance your listing, you can go to the site. MACG staff is available to assist with any steps you need. Pay by check or use our easy and secure online payment system.

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## MACG History and Founder

Founded in August 2006 and headquartered in Stoughton, Wisconsin, Madison Area City Guides provides local businesses with meaningful and measurable on-line business listings and branding space that connects directly to consumers 24/7, 365 days a year.

MACG is the area's leading content management business directory service, and offers an innovative platform with features and flexibility for businesses that allow listings to be customized and managed by each owner. MACG also provides an integrated Marketplace feature and Event calendar.

Colleen Brabender, Founder and President of MACG, brings 25 years of experience in computer administration and multi-user support from her professional roles at the UW Madison Computer Science and Statistics departments. Her computer administration experience is multi-faceted, and includes a vast knowledge base of integrated computer systems. She earned a degree from Herzing College.