



**Parents helping parents navigate
the maze of sending students to college**



ONE STOP WEBSITE FOR PARENTS OF COLLEGE STUDENTS
RESOURCE FOR EVERYTHING THEY NEED TO KNOW ABOUT
THE COLLEGE AND SURROUNDING COMMUNITY LIKE
LOCAL STORES, SHOPS AND SERVICES.

HAVEUHEARD.COM



JANICE WEINSOFF HAS THIRTY PLUS YEARS IN THE ADVERTISING AND MARKETING INDUSTRY, HAVING EARNED HER JOURNALISM DEGREE FROM THE UNIVERSITY OF FLORIDA. JANICE HAS WORKED WITH NATIONAL BRANDS INCLUDING 20TH CENTURY FOX, MGM/UA FILMS, TOUCHSTONE FILMS AND DISNEY FILMS AS WELL AS SERVING AS THE DIRECTOR OF MARKETING/ADVERTISING FOR A NATIONAL RESTAURANT CHAIN FOR THIRTEEN YEARS.



TRACEY KINKER GEBERT, CPA IS A SOLE PROPRIETOR WITH OVER 30 YEARS EXPERIENCE IN TAX PLANNING AND PREPARATION, SMALL BUSINESS CONSULTING, ELDER PLANNING SERVICES AS WELL AS LITIGATION SUPPORT SERVICES IN FINANCIAL EXPLOITATION. THE FIRM, TRACEY J KINKER CPA PA, WAS ESTABLISHED IN JANUARY 2012 TO PROVIDE TOP RATE CLIENT SERVICES IN ALL AREAS OF TAX AND FINANCIAL PLANNING SUPPORT SERVICES.

WE GIVE PARENTS AND STUDENTS ALL THE DETAILS FOR THEIR NEW AREA



**Content driven website with a bi-monthly
blog addressing college cycles**

FEATURING LOCAL:

- ☐ Hotels
- ☐ Restaurants
- ☐ Big box stores
- ☐ Grocery stores
- ☐ Repair shops
- ☐ Shopping
- ☐ Health & Medical
- ☐ Transportation/airport
- ☐ Moving and storage
- ☐ Apartments
- ☐ University information

MARKETING AND SOCIAL MEDIA

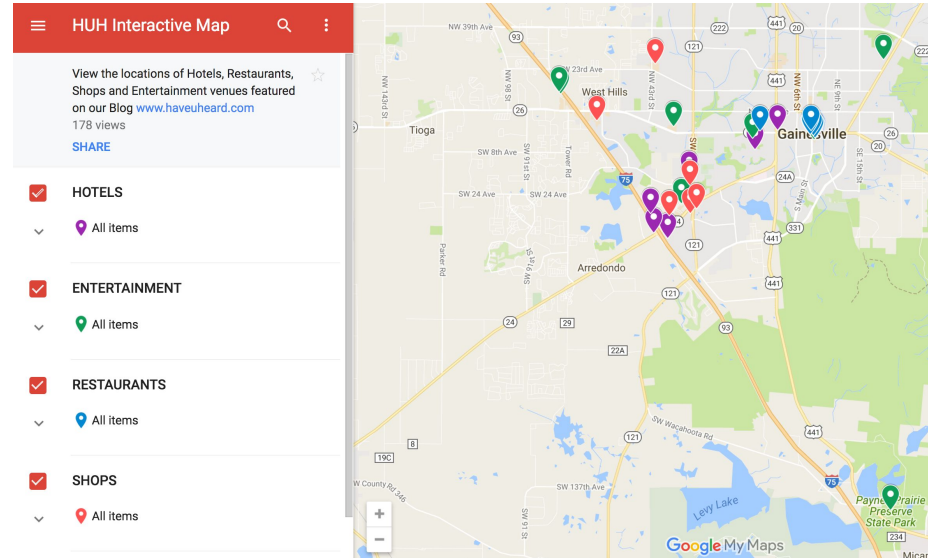


Our Map feature shows your location on an easy to read google map.

We are active on all levels of social media.

Interactive Map!

Interactive Map by BrunotMaps!



DESIGNATED AD SPACE

We offer blog specific ad space for your specific school location.

Ad Space



PRICING- PACKAGE RATES

We offer our NEW first-time advertisers 10 ads on 10 different blogs for \$150/yr. This special start-up offer is valid until Aug. 1, 2017.

After Aug 1, 2017 rates will be:

5 pages- \$150/yr.

10 pages- \$275/yr.

You can choose your related blog topic or we will place them for you.

Special price packages can be coordinated for multiple locations if you have businesses in other college towns.



82% of parents
/students
communicate
more than 1x wk

BTS-College
spending is
second biggest
selling season
next to xmas

\$48.5 total
consumer
spending 2016

\$48.5 BILLION

Increasing College enrollment + increasingly engaged parents + second biggest spending holiday + growing online publishing industry = SUCCESS!

THE WEBSITE IS AN EXTENSIVE RESOURCE FILLED SITE REGARDING A SPECIFIC COLLEGE LOCATED ON ONE WEBSITE RATHER THAN A PARENT HAVING TO GO TO MANY DIFFERENT WEBSITES AND CONDUCT A LENGTHY SEARCH TO FIND THE INFORMATION THEY ARE SEEKING.

UPBEAT, TOPICAL AND INFORMATIVE. THE CONCEPT WILL BE EXPANDED TO THE LARGEST COLLEGE TOWNS (TOWNS WHERE COLLEGE ENROLLMENT IS 20% OR MORE OF THE TOTAL MARKET POPULATION).





EMAIL OR CALL

INFO@HAVEUHEARD.COM

JANICE ~ 954-501-6604

TRACEY ~ 954-292-6078