

# MARKETING ON

# myMOTHERLODE.com

YOUR GATEWAY TO CALIFORNIA'S GOLD COUNTRY

## KEYWORD SPONSOR

myMotherLode.com is the area's online media powerhouse, attracting over 500,000 visits and over 2,000,000 page views every single month. This growing regional audience of educated and affluent consumers rely on myMotherLode.com to help them make buying decisions. The combination of radio and myMotherLode.com gives keyword campaigns enormous power to drive pre-qualified traffic to your offer and tie your brand to a specific idea or word. Keyword campaigns allow you to own strategic "terms" that can be accessed by people using the special search form on the portal. Users are driven to your offer by a radio campaign.

The screenshot shows the myMotherLode.com website interface. At the top, there is a banner for mechanical services: "NOW PROVIDING MECHANICAL SERVICES Wheel Alignments • Suspension Work • Brake Service 18514 STRIKER CT., SONORA (209) 532-6738 CLICK HERE". Below this is the myMotherLode.com logo and the slogan "YOUR GATEWAY TO CALIFORNIA'S GOLD COUNTRY". To the right of the logo is a radio station logo for "STAR 92.7 KZSQ 92.7 FM Sonora Mornings with Justin Weekdays 5:30am to 9am". A navigation menu includes categories like Traffic, Living, Entertainment, Community, Real Estate, Classifieds, and Yellow Pages. A weather widget shows "66.6 °F Full Weather" and a search bar with "keyword" entered and a "GO" button. Below the search bar are various content blocks: "New Manteca JCPenney", "Mom Makes \$5K M at Home", "Great Online Colleges", "Buy a home for \$500", "Stock Market" (Nasdaq: 1528.95 +12.43 (+0.82%), NYSE: 5127.00 +62.67 (+1.24%), S&P 500: 813.88 +7.63 (+0.95%)), "Promotions", "Coupons", "Real Estate", "Dining Guide", "Mountain Oasis Free Cooler Rental No Contract", and "AAA Get More. Get AAA.".

**Keyword Guidelines**  
Sponsored Keywords are a single word that, when used in the Keyword search box will take the user to your myMotherLode.com micro-site, or your own website.

**Call Sales at  
(209) 533-1450 ext. 24**