

# MARKETING ON

# myMOTHERLODE.com

YOUR GATEWAY TO CALIFORNIA'S GOLD COUNTRY

## ONLINE COUPONS

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. Studies by Burst Media have shown nearly 70% of those surveyed would print and redeem an Internet coupon for a product they would be interested in purchasing. For a nominal fee, we can highlight your offer as one of our trusted merchants. Change your two coupon as you see fit. Even place your own bar code on the coupon for redemption purposes.

The screenshot shows the myMOTHERLODE.com website interface. At the top, there are banners for Andy's Home Center and True Value. The main header features the myMOTHERLODE.COM logo and navigation links. A search bar is visible. The main content area displays a coupon for MLI (Mother Lode Internet) DSL service. The coupon includes the MLI logo, the price \$49.99, and details about the first month free DSL service. A red arrow points from the text on the right to the coupon. Other website elements include a weather widget, a 'Share My Story' section, and a 'Promotions' section.

**Coupons**  
myMotherLode.com's online coupons can be purchased and generated by the customer at any time online. By using the online coupon generator the advertiser can submit their company logo, coupon title, description, and bar code if desired.

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