

DO312

WHAT TO DO IN CHICAGO



FEATURED EVENT
PACKAGES





WHAT ARE WE GOING TO DO TONIGHT?

Do312 answers this question for thousands of people every day by highlighting the best music, drinks, food & nightlife our city has to offer. We make sure they find and DO something awesome.

“Do312 boils down all the clutter with which other websites are plagued, and the result is me being able to find fun things to do around town without all the scrolling, clicking, and cursing!”

-Do312 User

OUR AUDIENCE

THE
DO STUFF
NETWORK



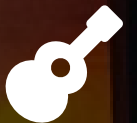
HHI = 48% \$50K+
17% \$100K+ per year.



55% female



70% 21-34
20% 35-44



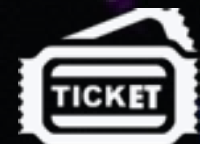
6x more likely
to see live music



70% Single



65% No Kids



4x more likely to
be the organizer
in their group

INGREDIENTS



FEATURED EVENT AD

INCLUSION IN DAILY EMAIL

RSVP PLATFORM AND TICKET GIVEAWAYS

VANITY URL

LATEST SECTION

SOCIAL MEDIA PROMOTION

MOBILE

FEATURED EVENT AD

Featured Event Ad in Rotation:
In “Featured” section on all Do312 pages
In right sidebar on all Daily Listings pages
Throughout Event Calendar network

Featured Event Ad in Do312 Daily
Email (215,000+)

*Featured Event Ad Units:
Featured Section - 290x320
Right SideBar - 135x150



*ALL ADS DESIGNED AT
580 WIDE x 640 TALL

INCLUSION IN DO312 DAILY EMAIL

Ticket giveaway/RSVP and venue
event listings in daily emails

Featured Event Ad included in
daily emails

Daily email sends to 215,000
users.

DO 312 DAILY

100% Off Bands @ Schubas



Schubas is showing your wallets some love with their 100% Off Bands free concert series. Catch the next show on February 2nd with Chicago rockers Heavy Times, MAMA and ¡Vamos!

ALL SCHUBAS FREE SHOWS

What Your Weekend Looks Like

Bump & Grindcore x Dre Day Chicago
present
GOOD DAY DAY 2016



Oh yes, it's almost the weekend and you want to pack in as many good days as you can. **RSVP to Bump & Grindcore's Ice Cube night and you'll pay no cover!**

MORE WEEKEND HIGHLIGHTS:

- Claptone @ The Mid
- Badfish (A Tribute To Sublime) @ Concord Music Hall
- T-Wayne @ Subterranean
- Ginuwine @ The Shrine
- 88 Fingers Louie @ Double Door
- Slave 4 Britney Sundays @ Roscoe's

MORE TOP PICKS

Start Partying TONIGHT!



The beautiful Babes in Toyland are at Concord Music Hall tonight and the rock gods must be smiling because **you can still grab tickets.**

MORE:

- 6:30 p.m. Northside Innovation Meetup @ Morgan's On Fulton
- 8 p.m. Thelonus Martin @ Palmer Squares @ Emporium—**RSVP For Free Tokens + A Drink!**
- 8 p.m. Minor Characters @ Lincoln Hall
- 9 p.m. Stalley w/ Saint Mille @ The Promontory

EVEN MORE TO DO

PHOTOS: Melkbelly @ Lincoln Hall



Photo: Erik M. Kommer Photography

Locals Melkbelly opened for Lower Dens at Lincoln Hall last week. Peep the pics! Also—psst!—you can **enter to win tickets** for their next show at Schubas :)

CLICK TO SEE THE PHOTO GALLERY

Featured Events:





RSVP PLATFORM & TICKET GIVEAWAYS

Organic promo:

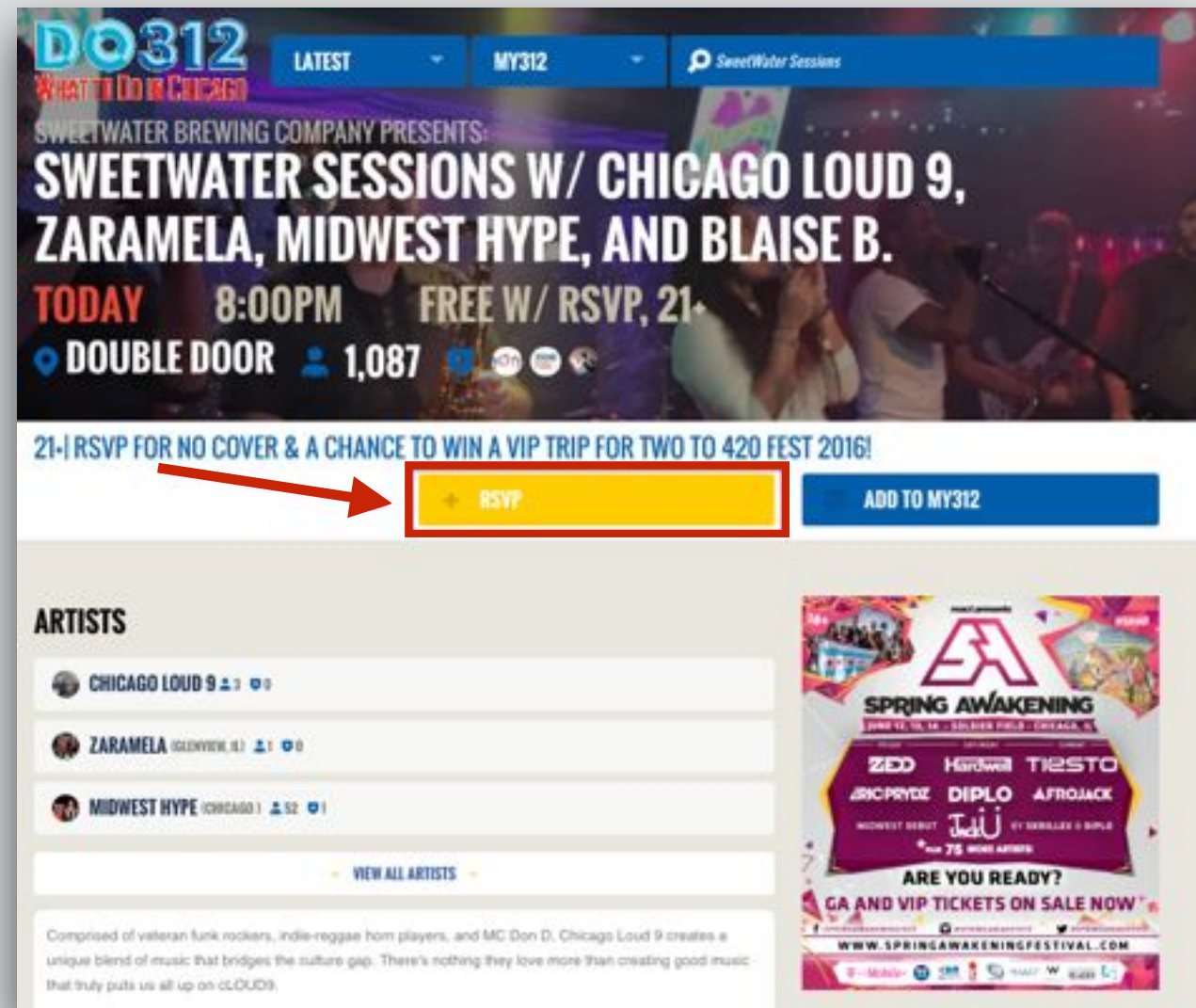
As the # of giveaway entries or RSVP #s rise, the event rises in our site's organic event listings on the homepage.

Opt-ins for your email list:

Build your own email database

Neatly organized list for the door:

You'll get an email with your list for the door, neatly alphabetized and delivered by email at a time of your request



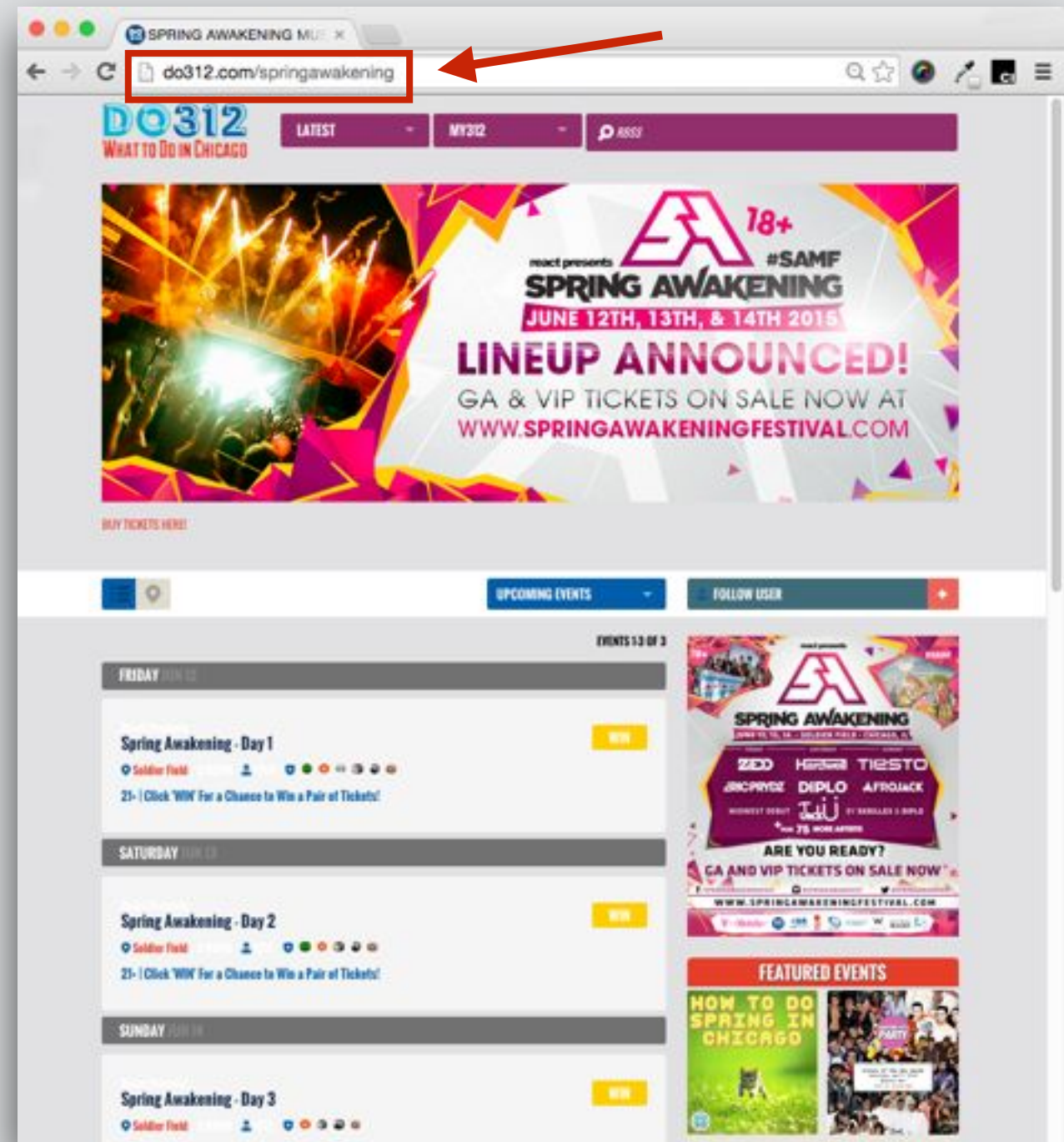
VANITY URL

Use of vanity url and dedicated event page on Do312
i.e. do312.com/eventtitle

All Events will be linked via calendar on a vanity URL

Header of vanity URL will link to event website and any other links desired

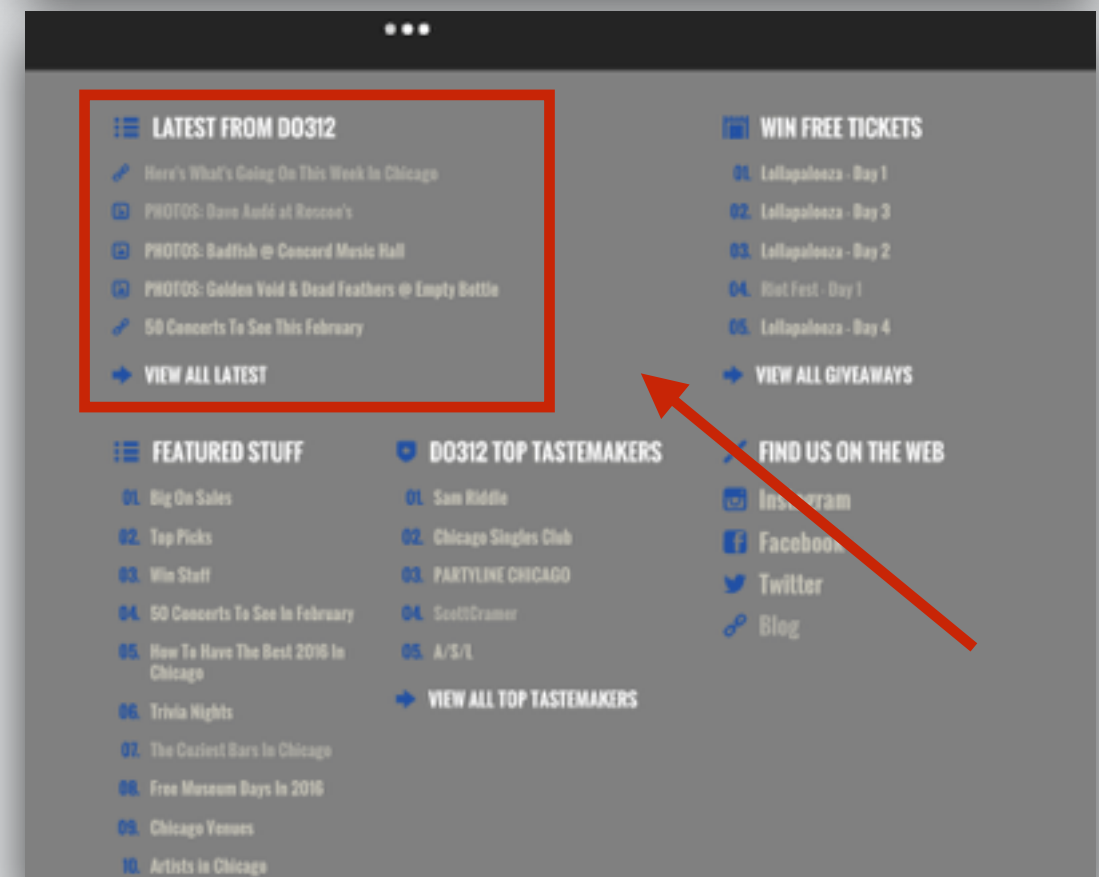
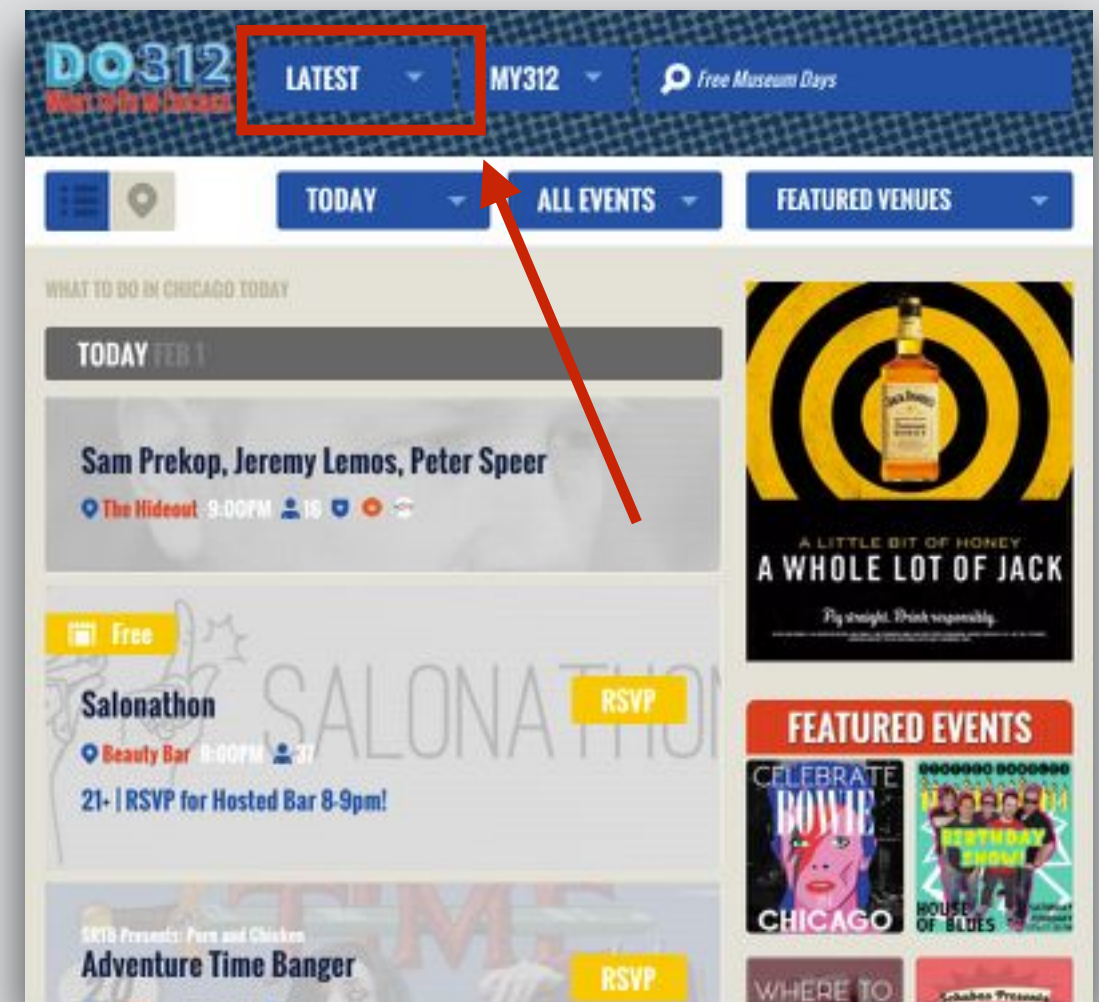
Custom header and ad images on page



LATEST SECTION

Big giveaways, show announcements & special requests included in Latest section

Linked to from main navigation & footer, the Latest section drives users to latest news, features, big events, and promotions

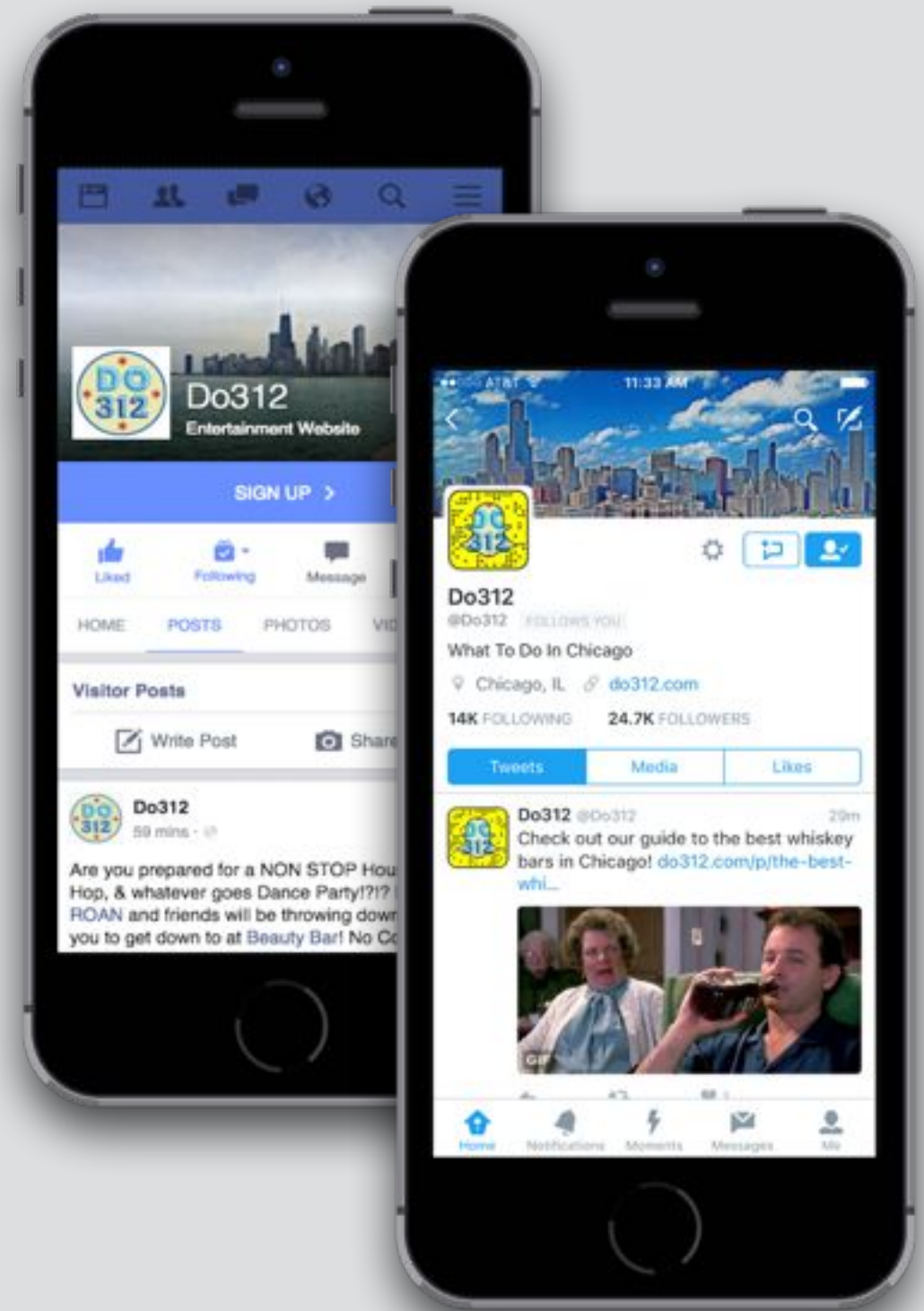


SOCIAL MEDIA PROMOTION

Event promotion, big giveaways,
show announcements, mentioned on
Facebook and Twitter

We know what works best for our
social audience, let us craft a post or
tweet that will ensure engagement and
interest for your brand or event.

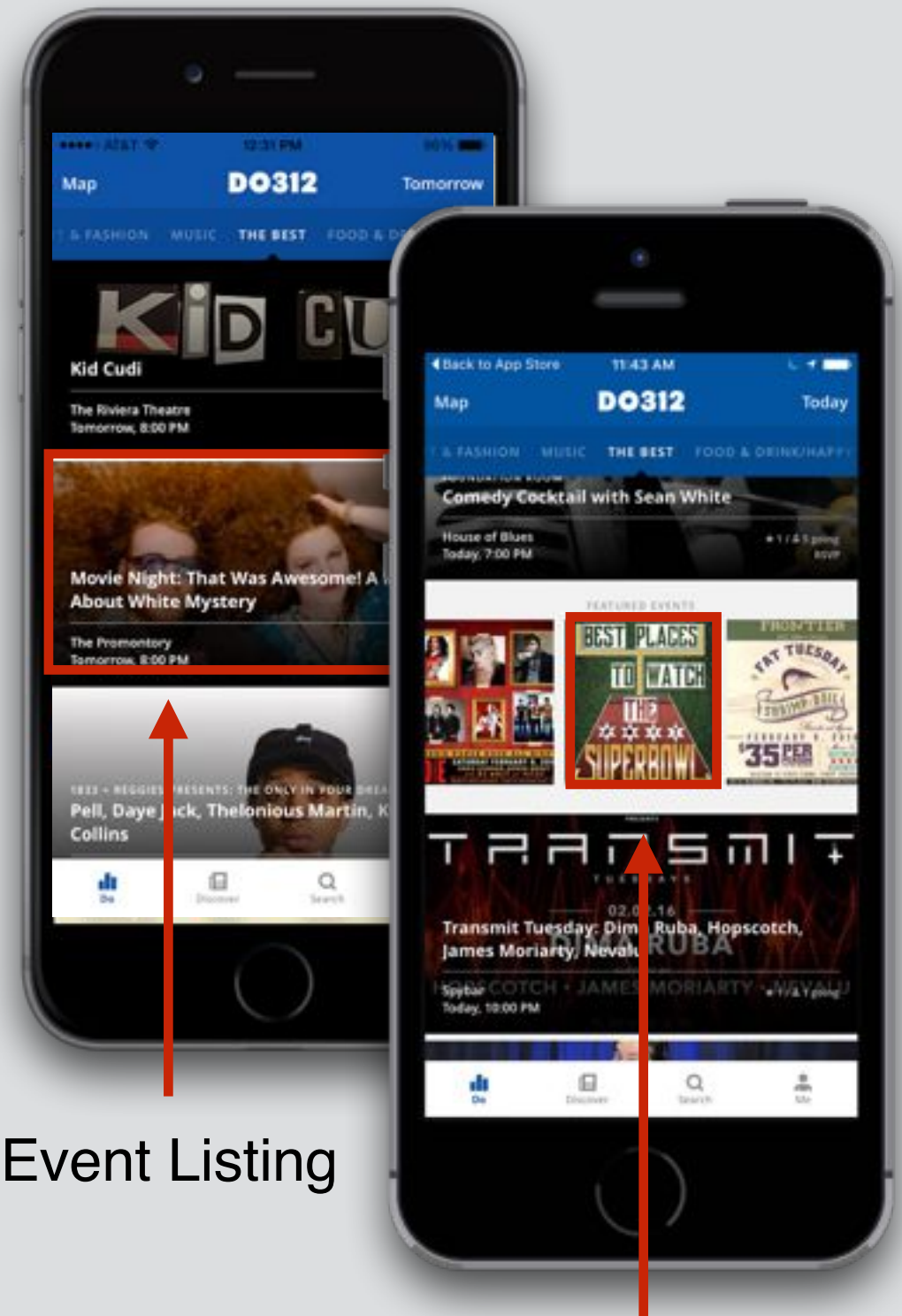
Facebook = 34,000 Likes
Twitter = 24,700 Followers
Instagram = 6,100 Followers



MOBILE

All of the previously mentioned site features, including all of your ads, are also designed for easy use on smartphones and tablets with the DoStuff App!

This allows users to access everything when they're out on the town.



Event Listing

Featured Events Ad

TERMS & PRICING



RECIPE #1



RSVP PLATFORM & TICKET
GIVEAWAY

SOCIAL MEDIA
(Min 1 FB Post or 1 Twitter Posts)

\$100/Per Event

RECIPE #2



DAILY EMAIL INCLUSION
(Min 1 Daily Email Inclusion)

RSVP PLATFORM & TICKET
GIVEAWAY

VANITY URL

SOCIAL MEDIA
(Min 1 FB Post + Min 2 Twitter Posts)

\$375/Per Event

RECIPE #3



FEATURED EVENT AD
(1 Week On Site, 1 Daily Email
Inclusion)

DAILY EMAIL INCLUSION
(Min 2 Daily Email Inclusions)

RSVP PLATFORM & TICKET
GIVEAWAY

VANITY URL

SOCIAL MEDIA
(Min 2 FB Post + Min 3 Twitter Posts)

\$1,000/Per Event

**TERMS:

- All creative for ads must be provided by client.
- Payment due in advance.
- Do312 will provide a post-campaign report that includes screen captures and performance data on key metrics.

MEDIA ASSETS



WEBSITE

150,000 monthly visits
400,000 monthly pageviews
430,000 registered users



FACEBOOK

34,000 likes



EVENT CALENDAR
PARTNERS

10,000 monthly visits
ie: [BrooklynVegan Chicago](#)



TWITTER

24,700 followers



DAILY EMAIL

Sent every weekday
to 215,000 opt-in subscribers



INSTAGRAM

6,100 followers

ADDITIONAL SERVICES AVAILABLE



Dedicated / Targeted Email

Do312 can target specific audiences and genres with dedicated email lists pulled from the Do312 database.

COST:

Starting at \$150/per 1,000 emails

Brand Ads

Minimum 25% SOV
Featured Event Ad Units (580 wide x 640 tall)

COST: \$1500/week

Do312 Ad Design

Starting at \$50 per ad we can design anything you need.

24 hour turnaround

Do312 Photo Packages

Starting at \$200 we will send out a Do312 photographer to cover any event.

24 hour turnaround.

All packages are paired with Do312 social media support

Photo recap lives forever on [Do312.com/photos](https://do312.com/photos)



LET'S DO THIS!