

A woman with short brown hair and pink lipstick is smiling at the camera. She is wearing a black jacket with white trim and several strands of pearls. Behind her is a large, colorful abstract painting with various colors like red, blue, yellow, and green. To her left, there is a desk with a telephone and some awards.

KERRY MCCOY

ENTERPRISES

PRINT + DIGITAL MEDIA KIT 2019

Smart. Savvy. Essential.

Advertise with Us.

501-375-7633

www.FlagandBanner.com ★ @AskKerryMcCoy

About Us



The Home of Kerry McCoy Enterprises—
the **FlagandBanner.com** building.
After 40+ years, now so much more
than a flag store!

Kerry McCoy Enterprises began in 1975 when Kerry invested her \$400 life savings to start her flag company in Arkansas. With a winning door-to-door sales technique, she was able to expand her company into FlagandBanner.com. This expansion enabled her to move into digital marketing and later into multi-media advertising resulting in **\$4 Million in Sales!**

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Just a Word

E XPERIENCED



A LL-AMERICAN



S EAMLESS



Y OU!




Hello,

When you take something complex and make it look easy, you know you have done it well. That is what this flyer is.

On the following pages, my staff has taken my 40+ years of experience and entrepreneurship and parred it down to these few easy to read sections. In addition, on the next page six is a road map of our company's milestones and successes.

At a business luncheon I once heard a speaker say, "if your company is still doing the same thing it did 10 years ago, it won't be around much longer." There has never been any truer words spoken. Business is ever changing and today it's changing fast.

When I started Arkansas Flag and Banner, advertising consisted of buying an ad in the Yellow Pages. And if you wanted to be an aggressive advertiser you might buy a newspaper ad or a spot on one of the three, 5-o'clock news channels. Boy, have things changed.

Today consumers get their information across a wide spectrum of media channels. To reach this broad spectrum of people can get expensive. Co-op advertising is the solution.

On the following pages you will see our weekly outreach. You may add your name or message to any of these platforms. Because we primarily sell flags and not advertising space, the price to partner with us is affordable.

Our customers are patriots who are robust online shoppers, save for retirement, own their own home and range from 40-75 years of age.

As you read on, open your mind to the possibilities and give us your ideas. We're always open to suggestions.

Sincerely,

Kerry McCoy
President of
FlagandBanner.com

Who We Are.



800,000+ Annual Online Users

40+ Years in Business.

\$4 Million In Sales.

11,000 Annual Shipments



All Advertisers Receive:

- ✓ Mention on the FlagandBanner Facebook page to more than 35,000 followers

What We Can Do Together.

BROADCAST YOUR AD

Our Radio Show



2016: First broadcast on KABF

100+ guest interviews

Live biographical conversations of American success stories



- ✓ On-Air Mention
- ✓ Email ad placement on website
- ✓ Weekly eblast with 10% open rate

Our Podcast



Available on **all listening platforms**

4,300+ listeners

New radio show interview posted weekly

YouTube video uploaded weekly

PRINT YOUR AD



- ✓ Ad placement in publication
- ✓ Ad placement on website
- ✓ Social media mention

Our Magazine

2014: First bi-annual publication

8.47% audited response rate

50,000+ national subscribers per issue

See BRAVE Media Kit for more details

Our Blog

Pioneer blogger since 2004

6,000+ Annual Visitors

Content chronicles the life of an entrepreneur, wife and mother



SUPPORT YOUR COMMUNITY



- ✓ Buy A Brick
- ✓ Sponsor Fundraising Events
- ✓ Contribute To The Building Fund 501C3

Our Non-Profit

The Friends of Dreamland founded in 2009

Located on historic 9th Street in **Taborian Hall** built in 1918

Subject matter of PBS documentary:

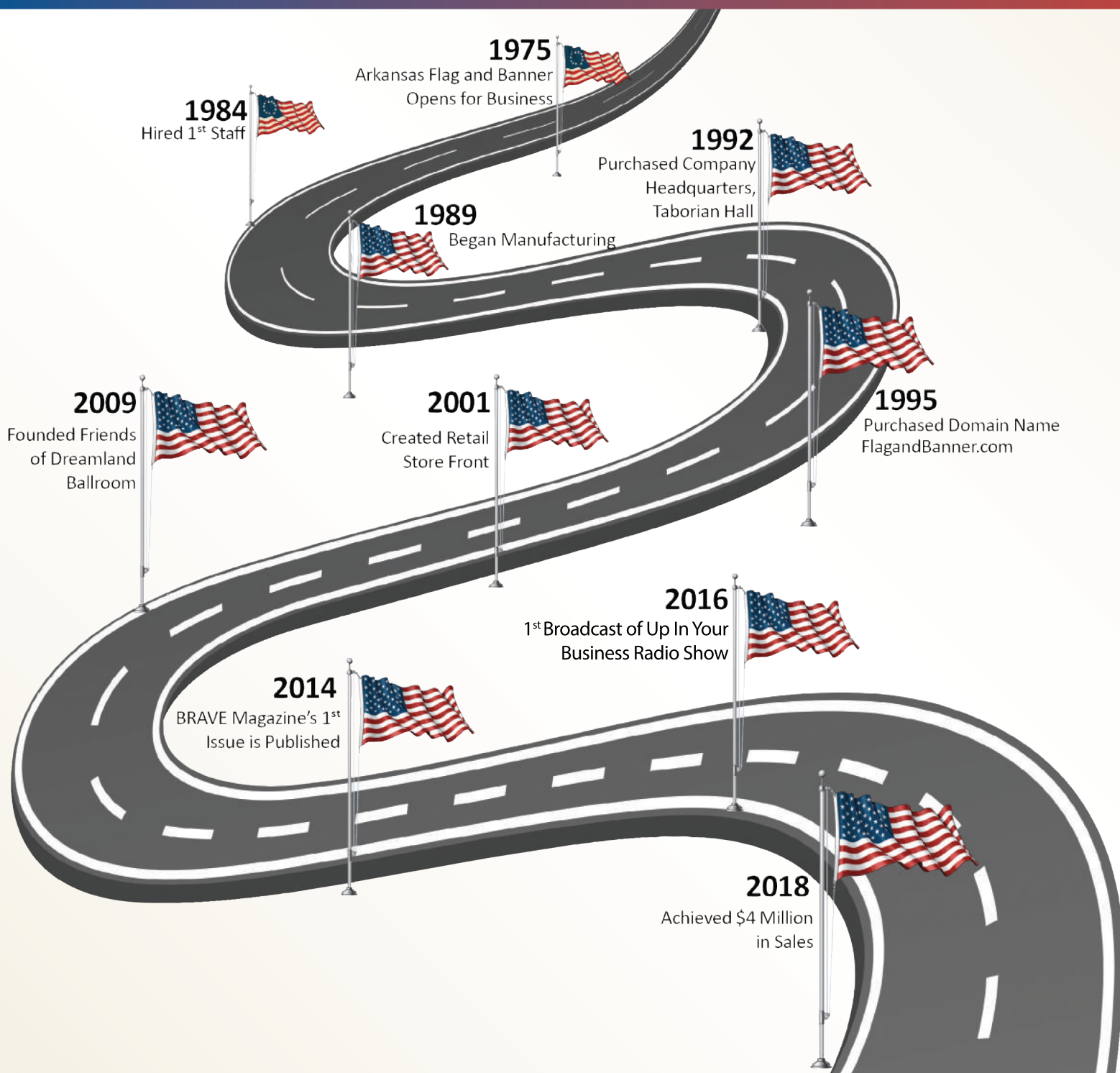
Dreamland: Little Rock's West 9th St.

Recipient of UALR Ledbetter book grant for Temple of Dreams

Received N.P.S. \$500,000 grant

Company ~~History~~ Her

"Opportunities always look bigger going than coming." ~ Presima



Take Your Pick:
Customized for You



Dreamland
BALLROOM

COOPERATIVE ADVERTISING OPPORTUNITIES

Total Advertising Package:

- ★ All Digital, Print and Broadcast Advertising Packages and Packaging Inserts

Single Advertising Packages:

Digital Package

- ★ eBlasts
- ★ Sponsor Link on Blog

Print Package

- ★ Magazine Ads
- ★ Packaging Inserts

Broadcast Package

- ★ Mention On-Air
- ★ Commercial Time
- ★ Weekly eBlast Sponsorship

OTHER OPPORTUNITIES

Non-Profit Sponsorships

- ★ Buy a Brick
- ★ Sponsor Fundraising Events
- ★ Contribute to The Building Fund 501C3

Spokesperson

CONTACT US

marketing@FlagandBanner.com

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The Future is Forward

Follow the leader.



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