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!
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

501-375-7633 ✉️ www.FlagandBanner.com ✉️ @AskKerryMcCoy
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

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

SUPPORT YOUR COMMUNITY

Dreamland

DONATE

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

PRINT YOUR AD

BRAVE

Ad placement in publication
Ad placement on website
Social media mention

ADVERTISE

Our Podcast

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

FB Media Kit V8.indd   5
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Company History

“Opportunities always look bigger going than coming.” ~ Presima

- 1975: Arkansas Flag and Banner Opens for Business
- 1984: Hired 1st Staff
- 1989: Began Manufacturing
- 1992: Purchased Company Headquarters, Taborian Hall
- 1995: Purchased Domain Name FlagandBanner.com
- 2001: Created Retail Store Front
- 2009: Founded Friends of Dreamland Ballroom
- 2014: BRAVE Magazine’s 1st Issue is Published
- 2016: 1st Broadcast of Up In Your Business Radio Show
- 2018: Achieved $4 Million in Sales

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Take Your Pick:
Customized for You

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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