



BucksCountyAlive.com is Proud to Launch BucksCountyGeneralStore.com

What is BucksCountyGeneralStore.com?

From fine art to specialty food (and everything in between!), BucksCountyGeneralStore.com is designed to be a compendium of products made in Bucks County. There is a wealth of talent in Bucks County, but oftentimes this talent is hard to find. BucksCountyGeneralStore.com is an online catalog connecting Bucks County merchants and their customers. The goal of the General Store is to provide a cost-effective advertising venue to showcase Bucks County products.

What are the advantages of being in the BucksCountyGeneralStore.com?

The huge advantage of the BucksCountyGeneralStore.com is being part of a family of websites known as BucksCountyAlive.com. With over 30,000 visitors per week (that's over 1.5 million visitors per year!!), BucksCountyAlive.com provides the engine and the fuel to launch the online General Store. Take a look at some of the advantages.

- ✓ We will direct traffic to the store by:
 - Placement of the Bucks County General Store icon on the home page of all BucksCountyAlive.com sites;
 - Sending multiple email announcements of the General Store to over 24,000 Bucks County residents and businesses;
 - Placement of print ads for the General Store in select local publications; and
 - Implementing a "Get the Word Out" campaign through networking opportunities and press coverage.
- ✓ Once in the store, customers will have the ability to easily find what they are looking for. Customers can search the store by name, category, keyword and location.
- ✓ For those merchants with a website, BucksCountyGeneralStore.com will have the ability to drive more traffic to your website.
- ✓ For those merchants without a website, your page on BucksCountyGeneralStore.com can function as your website.
- ✓ Last, but certainly not least, this is the only comprehensive virtual store in the county, creating an online community that celebrates the best that Bucks County has to offer!

How much will it cost to be a merchant?

There are two levels of membership. The **annual** fee for Basic Membership is \$150 and Advanced Membership is \$225. The features of each membership level are outlined below. For the cost of less than one print ad, you will have the ability to reach out to customers for an entire year. Each merchant will receive a full page to describe products and provide contact information. BucksCountyGeneralStore.com provides a complete, easy-to-use resource for residents, tourists and collectors searching for a slice of Bucks County culture.

ACT NOW! For the first 50 members, we are offering a 15-month membership for the price of a 12-month membership. Don't delay - call us to discuss the value of being a merchant in BucksCountyGeneralStore.com.



BucksCountyGeneralStore.com Membership Levels

	BASIC MEMBERSHIP	ADVANCED MEMBERSHIP
Contact Information	✓	✓
Descriptive Paragraph	✓	✓
Editable Descriptive Paragraph		✓
Link to Website/Email	✓	✓
Large Photo/Logo	✓	✓
Editable Large Photo/Logo		✓
Mapped Location	✓	✓
Editable Online Photo Gallery		✓
Printable Coupon		✓
Testimonials		✓
Editable Upcoming Events		✓
Online Website*		✓
Guestbook Signup**		✓

* Your descriptive page can function as a website with the address www.BucksCountyGeneralStore.com/yourname/. The page would include everything in the Advanced Membership column.

** Visitors can submit their email address and a comment to be emailed to you.

MEMBERSHIP CONTRACT – BucksCountyGeneralStore.com

The purpose of this document is to define the terms of an agreement by the undersigned to be included on the BucksCountyGeneralStore.com website. The Basic Membership includes the following elements:

1. The member's listing in the Store to include business name, contact name, address, telephone, email, website address, hours of operation, map to location and brief description. Any of these fields are optional.
2. A photograph or logo to appear on the right side of the textual information. Image must be provided as a JPG or GIF file not to exceed 15KB. Image dimensions should not exceed 200 pixels wide or high.

The Advanced Membership will include the following additional elements:

1. The ability to edit the member's descriptive text.
2. The ability to edit the member's photograph/logo.
3. Inclusion of an editable photo gallery with photos to be added by the member.
4. The ability to post printable coupons.
5. The ability to post customer testimonials.

