

Directory Promotion

For Venues, Event Organizers and Promoters

Why pay for Google clicks? Why pay for print ads?
Why pay sales commissions?
Times are tough. Time to get smart.
Targeted visitors. Unlimited sales. Lowest costs.

Promote your event to a targeted audience at a flat and low cost
The cheapest way of advertising your event. GUARANTEED!

How Does This Help Me?

- **Low flat fee.** You pay the same whether the listing leads to 1 sale or 1,000 sales.
- **Daily budget control** to promote your event as much as you want, on the days you want
- Search engine optimized pages to allow your event to be found in major search engines
- Free promotion in Noo's PR and email blasts
- Eligible for additional coverage in Editor's Picks

What Can I Do?

- Include your event in our highly trafficked New Year's directory to drive web traffic and sales
- Be found in search results when people search our directory
- Upload event details, pictures, logos, videos, contact info and a link to your website
- Complete control of ranking of listings with daily budget settings
- Promote multiple events at multiple venues

More Frequently Asked Questions

Why should I list in Noo.com's New Year's directory?

Being listed in our directory will help you connect with visitors looking for New Year's events. Our directory pages are optimized for major search engines and your event will also be promoted through Noo's press releases and email blasts.

How much does it cost?

Depending on the city, category or time of year that you advertise, pricing may vary. Once you have submitted an event you will see the price to list in the category/city that your event is taking place in. We guarantee you won't find a cheaper way of advertising your event to such a targeted audience! The sooner you get listed the cheaper the cost.

How much traffic will my event receive?

Noo draws 1,000,000+ views in November/December from people planning their new year. How much traffic your event receives typically depends on how soon you get listed, the quality of your listing and event, and other promotional upgrades you choose, such as banners or highlighted listings.

Can I track how many views my event page gets?

You can track your event page's performance through your administration area so that you can measure your ROI.

How is my directory rank calculated?

Your rank is determined by the city and category you are listed in, your daily budget compared to those of other listings, and the amount of funds available in your account.

For more questions and answers please visit

http://newyears.noo.com/sales/faq_organizers

Submit earlier and see your event move up the directory

Get listed early. Get rewarded.

Banner options also available

Only \$7/day. Minimum 1 week.

Higher daily budget = Higher daily ranking

Simple!