



Ada Icon quick facts – free Internet news source focusing on Ada – updated daily!

Ada Icon includes:

- 1 – Daily news updates
- 2 – Free classified ads including garage sales (we charge for properties for sale, for rent & vehicles for sale)
- 3 – Full-color photos and graphics and full-color advertisements
- 4 – Emphasis on Ada businesses along with free business directory listing
- 5 – YouTube videos
- 6 – School delay information or other immediate emergency information
- 7 – Historical photos
- 8 – Events calendar

Advertisement options:

- 1 – Full color ads linked to your business website or to a display ad
- 2 – Display ads that are printer-friendly 8 ½ by 11-inch full color
- 3 – All stories about businesses will link to the business website
- 4 – We offer very affordable rates to advertise in the Ada Icon and Bluffton Icon

Coverage will include:

- | | |
|-------------------------------------|------------------------------------|
| 1 – School news | 7 – Obituaries (no charge) |
| 2 – Clubs and service organizations | 8 – Business stories |
| 3 – Village government news | 9 – Ada bloggers |
| 4 – Church news | 10 – Historical photos and stories |
| 5 – Ohio Northern University news | 11 – Free classified ads |
| 6 – Sports | 12 – SEND US YOUR NEWS ITEMS! |

Our interest in Ada stems from several sources:

- 1 - Creating an affordable Internet outlet for small-town advertisers to easily reach their markets with the ability to change ads as often as the business needs.
- 2 - Keeping the communities in the Hardin-Allen-Hancock counties connected with information through the Internet.
- 3 - We are small-town business owners who recognize the challenges of other small-town businesses. We believe that small towns have a great-untapped strength in several areas. We intend to promote those strengths.
- 4 - Access to free, daily news updates provided by businesses, community organizations and community members

Background:

We launched www.blufftonicon.com in September 2009. Since that time we've experienced over 400,000 views. We now have 45 advertisers. During weekdays we average 900 or more viewers per day. Over 90 percent of our audience is within a 25- mile radius of Bluffton – which includes Lima, Findlay, Ottawa, Cory-Rawson and Ada.

Our success, along with the success of our advertisers and the support from the community encouraged us to expand to other communities to provide similar services. We proceeded to launch The Ada Icon in hopes to achieve similar results for our advertisers and the Ada community.

• Website: www.adaicon.com • E-mail: info@adaicon.com • Phone: 419-889-3065

Owners: Fred and Mary Steiner of Bluffton

Technical support from Ryan Lowry, 2011 Ohio Northern University marketing graduate

www.adaicon.com

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Now online!
go to:
www.adaicon.com