

STOREFRONT STORIES®

www.storefrontstories.com

Combining History with Commerce



- ♦ *An initiative to enhance the local customer and tourist experience*
- ♦ *A form of indirect marketing for both tourism and local business*



Heritage Media, LLC

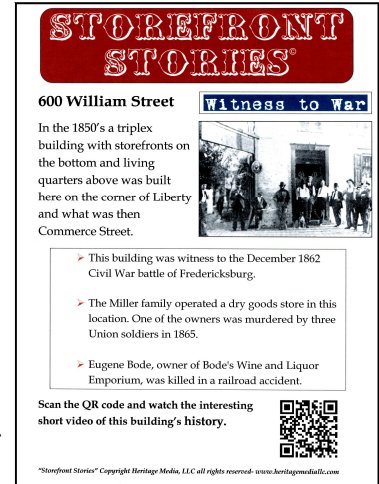
P.O. Box 3882, Fredericksburg, VA 22402

www.heritagemediallc.com 540-735-5743

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What is “Storefront Stories®?”

- An initiative to enhance the local customer and tourist experience in your town or Historic District.
- Accomplished by a window placard that:
 - * Lists historical highlights of the storefront’s address
 - * Includes a relevant historical photograph or drawing
 - * Displays a QR (Quick Reference) code linked to a short video of your storefront’s “stories behind the history”
- A form of indirect marketing for both tourism and local business
- A subscription service provided by a recognized video production company

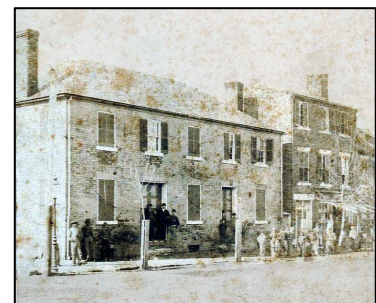


What are the benefits?

- Increased awareness of rich downtown history and its current businesses
- Stimulates more local customer and tourist presence in downtown area
- Local customer and tourist interest peaked in front of YOUR store
- A video specifically created for your establishment's building
- Your individual new web page with store info and video hosted by HMLLC www.storefrontstories.com

How will Storefront Stories® be marketed?

- Via Internet from the Storefront Stories®, HMLLC websites, multiple links and Facebook
- Local and national print and broadcast media
- History-related publications
- Local Visitor’s Centers, Trolley Tours



How can I subscribe?

- Contact Heritage Media, LLC
- Engage with an HMLLC representative to produce your Storefront Stories® video and placard
- Provide your vision and any historical images you may have
- We do the research, draft the screenplay, produce the video, and make the placard



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Specifics

HMLLC will create a two (2) minute video compressed for web use for your building’s history.

We will research the history, hunt for graphics and photos and make use of what you may already have found.

Once the video is complete, we will generate a QR (Quick Response) code that will launch your video on smart phone or tablet devices capable of QR code scanning.



QR Code Example

A sample window placard for '600 William Street'. At the top is the 'STOREFRONT STORIES' logo. Below it, the address '600 William Street' is listed. A small photo shows a group of people in front of a building. The text describes the building's history, mentioning the 1850s, the 1862 Civil War battle, and the Miller family. A list of three bullet points provides more historical details. At the bottom, there is a QR code and a copyright notice for Heritage Media, LLC.

HMLLC will then create a window placard for display in your store. The placard is designed to catch street traffic attention, inform the visitor of some history, entice them to scan the QR code to see video and then stop in your establishment.

Web Page

We will then create a web page specifically for your store hosted on our “Storefront Stories” web site www.storefrontstories.com. The page will include information about your business as well as the video and link to your own business web site.

YouTube

We will also post your video on YouTube for maximum exposure.



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Pricing

You can have an advertisement for your store - with an interesting historical video - exposed to the world all day, every day, all year long. And the exposure is not just from the placard on your storefront; it will be on the World Wide Web as well.

Would you believe you can have that entire package for about the same as standard newspaper print ads? Well believe.

First Year/Set Up

- There is a one time charge for researching, writing script, producing and editing the video.

Included in the first year charge is that year's fee for creating, maintaining, and hosting your stores web page on our "Storefront Stories" master web site. This includes information on your business as well as the video, and a link to your stores established web site. The "Storefront Stories" web site is also linked to our www.heritagemediallc.com site. You already get 24/7 - 365 days a year advertising!

Price- \$500.00*

- A first year one time charge for creating your store's window placard with QR code.

Price- \$35.00

Following Years

- An annual fee for the maintaining, and hosting of your stores web page and video on our "Storefront Stories" master web site.

Price- \$125.00 annually

"With the cost of newspaper ads as they are and the limited time they run you will find the pricing of this product to be surprisingly affordable and far exceeds the print ad return on investment".

*(Video prices are subject to change dependent upon your location if extensive travel is required)