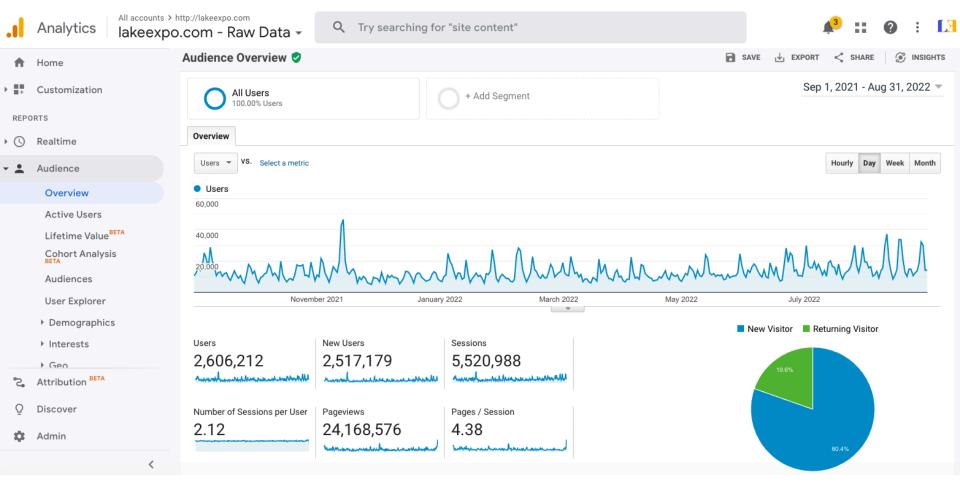
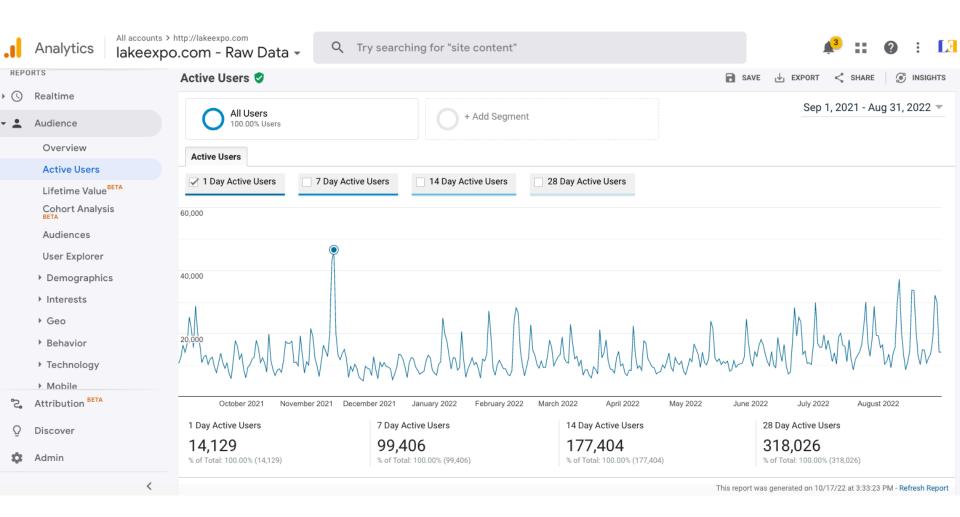
**Right Audience. Powerful Marketing Solutions.** 

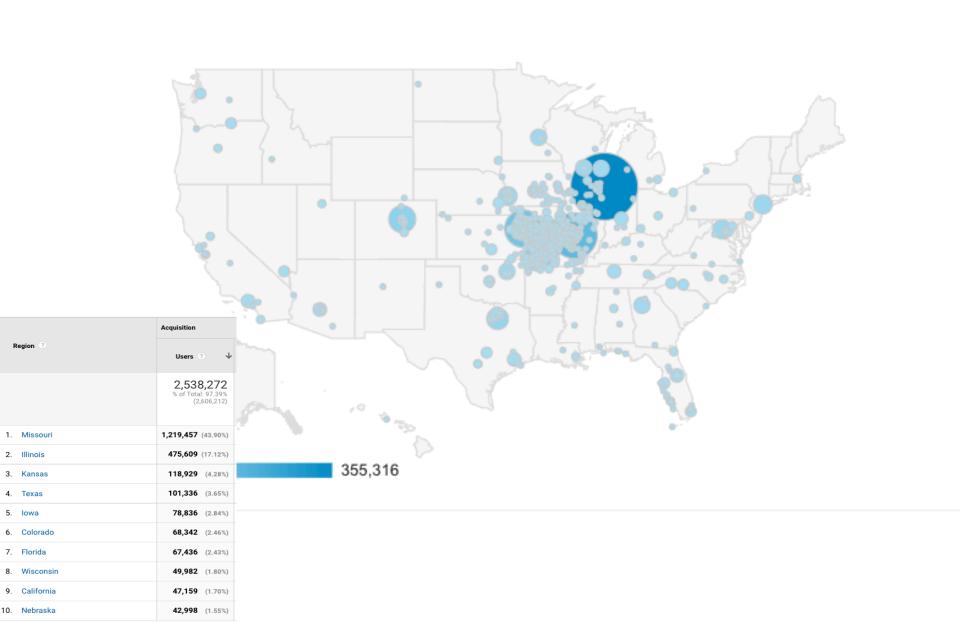
Our People Are Your People

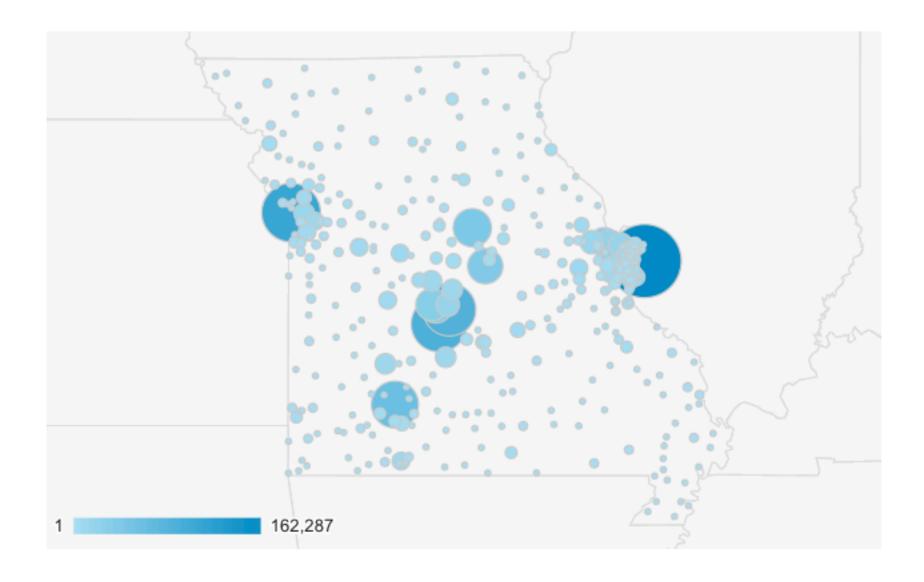


News **Real Estate Boating Boats Events** 



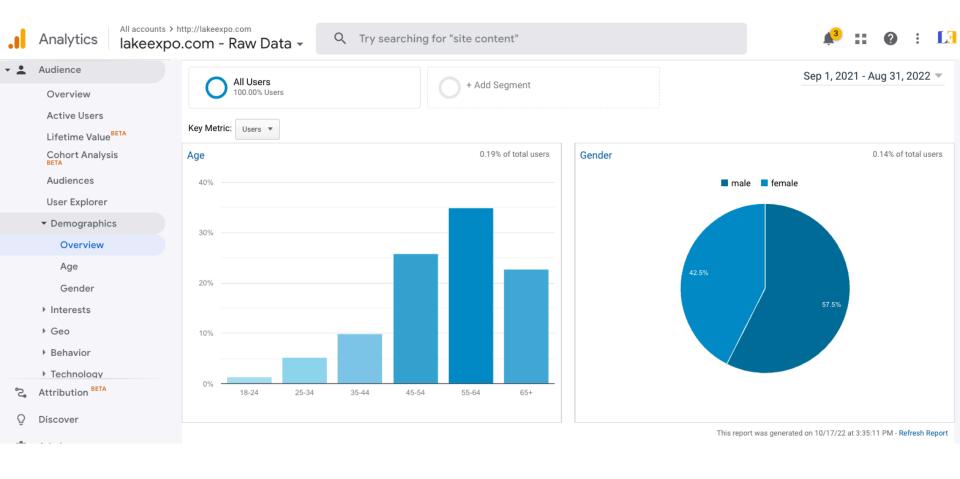






## LakeExpo.com – Demographics Age & Gender

# Lake Expo.com





### 2022 Audience Behavior By Content

Page path level 1	Pageviews ?	Unique Pageviews
	24,168,576 % of Total: 100.00% (24,168,576)	6,525,210 % of Total: 100.00% (6,525,210)
1.  \( \text{\square} \) /news/	<b>3,152,055</b> (13.04%)	<b>2,285,794</b> (35.03%)
2. D /boating/	<b>2,491,625</b> (10.31%)	<b>1,144,311</b> (17.54%)
3. /lake_of_the_ozarks_real_estate/	11,321,319 (46.84%)	<b>637,591</b> (9.77%)
4. 🗆 /	617,749 (2.56%)	<b>486,027</b> (7.45%)
5. 🗀 /advertorial/	<b>682,637</b> (2.82%)	<b>366,742</b> (5.62%)
6. 🗀 /calendar/	<b>571,782</b> (2.37%)	<b>342,866</b> (5.25%)
7. 🗀 /obituaries/	<b>320,458</b> (1.33%)	<b>281,162</b> (4.31%)
8.  \( \square \) /community/	260,274 (1.08%)	<b>165,278</b> (2.53%)
9. 🗀 /boats/	1,071,610 (4.43%)	<b>128,342</b> (1.97%)
10.  real_estate/	<b>156,924</b> (0.65%)	<b>127,940</b> (1.96%)

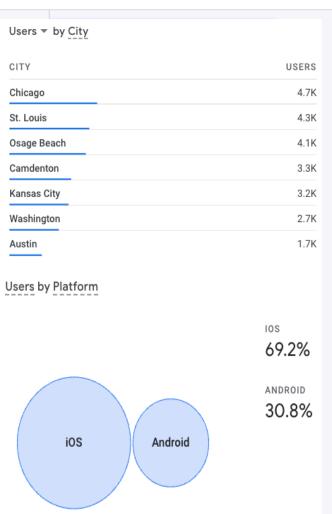
## LakeExpo.com – The LakeExpo App

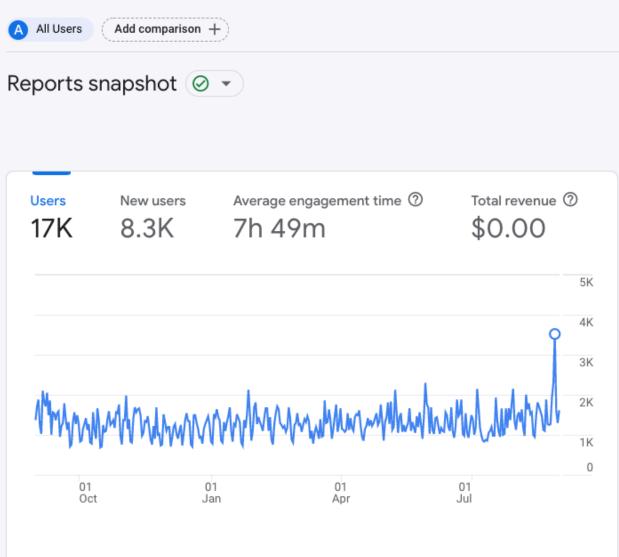


All accounts > www.lakeozarkclassifie...

## LakeExpo Now App ▼

Try searching "add user"





**Advertising Solutions.** 

#### > Banner Advertising Program



70% Missouri State Tax Credits available for all cash donations \$100 or more!





Osage Nation Donate \$100,000 To Seven Lake Of The Ozarks Community Organizations



Lake Ozark Wants Vacation Rentals, But Residents Say No Way



No, You're Not Imagining It: Lake Of The Ozarks' Water Level Is Lower Than Normal



'Lake Race' Scrapped! New LOTO Powerfest Moves To Shady Gators & Horny Toad



# Lake Expo.com

# **Brand. Brand. Brand. Banner Advertising**

#### **Banner Ad Branding To A Mass Audience**

"A Brand Is A Promise That Creates A Preference"

LakeExpo.com has built an audience over a decade across the Midwest and beyond with a common thread – Lake of the Ozarks.

The LakeExpo audience is relevant to the Lake economy and compelling for businesses striving for success in the marketplace.

LakeExpo.com Banner Advertising is performance-based and budget driven. All ads are linked to the Website page of the client's choice.

#### LakeExpo.com Audience Summary

Lake of the Ozarks Community, Second Homeowners, Midwest Boaters and Visitors.

#### **Audience Geographic Demographics**

#### **Top By State**

1 Missouri, 2 Illinois, 3 Kansas, 4 Iowa, 5 Florida, 6 Texas, 7 Nebraska

#### **Top By City**

1 St. Louis, 2 Kansas City, 3 Lake of the Ozarks, 4 Chicago

#### > LakeExpo.com Advertorials

# Advertorial Marketing Lake Alert eBlast Social Media

A 600-800 word "news"-style article, highlighting your business. Article featured at LakeExpo.com, shared through LakeExpo's social media channels, and e-blasted to Lake Alert e-mail subscribers.

Advertorial composed by accomplished and professional writers and photographers with the a marketing approach consistent with the client's objectives and structured for audience engagement.

Clients may post Advertorials copyright free on websites, social media pages and/or issue as press releases to other media outlets.





#### Need To Relax? This Spa Is The Way To Go At Lake Of The Ozarks

A short drive down f through Osage
Beach, is a relaxation paradise: Driftwood Spa and Salon, at Margaritaville Lake
Resort.



#### Boat Lift Controls Reinvented: WP Controls App-ifies Keeping Your Boat Afloat, In Style

You're away from the Lake home for the winter, and the boat lift goes down. What do you do? And more importantly: do you even know it happened?



#### Art Heist! Lake Escape's Newest Escape Room May Be Their Best Yet

It was the biggest art heist in American history. Rembrandt's Storm on the Sea of Galilee was stolen — and never recovered. A replica of it hangs on the wall, where the biggest heist at Lake o...



#### Scooters Rental: The Lake's The Newest Boat Rental, Gas Dock And Soon-To-Be Restaurant

Boat rentals, brand f new wave runners and free ice cream: what more could Lake visitors and locals want?

### > LakeExpo.com Sponsored Content

# Sponsored Content Lake Alert eBlast Social Media

Videos, Expert Columns, Enterprise Stories, even audio clips...

Your company may already be creating content in connection with your social media and online strategy.

LakeExpo brings that content to the right audience if you do business at Lake of the Ozarks.

Sponsored Content is provided by clients to be published and proliferated through LakeExpo.com, the LakeExpo App, push notifications, eBlasts and social media.

#### Crypto: Investment Or Speculation?

Article submitted by Jacob Seidel, Financial Advisor - Edward Jones Investments, member SIPC, Jun 21, 2022





invest" may not be the right word - because, in many ways, cryptocurrencies, or "crypto" for short, are more speculation than investment.

But what's really the difference between a speculator and an investor? Probably the main factor is the liffering views of time. A true investor is in it for the long term, building a portfolio that, over many years can eventually provide the financial resources to achieve important goals, such as a comfortable retirement. But speculators want to see results, in the form of big gains, right now - and they're often willing to take big risks to achieve these outcomes

There's also the difference in knowledge. Investors know that they're buying shares of stock in a company that manufactures products or provides services. But many speculators in cryptocurrence don't fully comprehend what they're buying - because crypto just isn't that easy to understand. Cryptocurrency is a digital asset, and cryptocurrency transactions only exist as digital entries on a blockchain, with the "block" essentially being just a collection of information, or digital ledgers. But even nowing this doesn't necessarily provide a clear picture to many of those entering the crunto world

#### Patrick Rowland & Jacob Sullivan Named Two Of Forbes' Best-In-State Wealth Advisors In 2022

Jul 7, 2022 Updated Jul 11, 2022 🔍





Vision Marine To Attempt Record 100MPH Run With Electric Boat At Lake Of The Ozarks

Shootout

The Lake of the Ozarks Shootout is nearly here, and this year, Vision Marine Technologies will return with an ambitious goal: achieving a speed of 100 mph, in an electric powerboat. Success wo...



The American Dream With Lakefront Living At Lake Of The Ozarks

Financial Tips: When

Investment Mix?

There are no

shortcuts to

risk tolera.

investment success

Should You Adjust Your

- you need to establish a long-term

investment mix based on your goals,

strategy and stick with it. This

means you'll want to create an



Tour This Condo At Monarch Cove Near Bagnell Dam

Take a tour with Annie Faulstich of Lakefront Living of this 3 Bed / 2 Bath Unit! This condo makes a great option for full time second home or investment property due to the condition,



Winter Dock Disaster! Ultimate Lifts & Docks Helps Lake Of The Ozarks Homeowners Avoid It

With temperate dropping and snow on the way, preparing your boat lift and dock for winter is vital. Snow, ice and freezing temperatures are perilous



[WATCH] Tour This "On The Course" Property With Amber Elliott-Fran Campbell Team

New construction by E. Wayne Thomas located on fairway #3 of the prestigious Club at Porto Cima. Conveniently located in a private area on a secluded cul-desac. This 4bed/3bath property



New Waterfront Subdivision At Lake Of The Ozarks Waiting For The Right Developer

take a look at this

opportunity! This beautiful piece of lakefront property has already been subdivided with 7 lakefront lots and 13 second tier lots. The lands.



The Surf Club At MarineMax Is Building The Lake's Wakesurf Community

"The surf community at the Lake is definitely growing.



Who's Watching Your Lake Home This Winter? Riggs Request Is Ready

With summer drawing to a close and the Lake of the Ozarks off-season in sight, it's the time when vacation homeowners start thinking about who is keeping an eve on things at the Lake house

#### > LakeExpo.com Social Media Amp

# Social Media Amp

You're Already Posting It To FB & Instagram

Now Have LakeExpo Share It To 35+,000 Followers

Obviously, a lot depends on engagement and Meta's algorythm.

Since we piloted this service, LakeExpo clients have seen results, especially those reliant on social media for much of their new business.

Clients can choose which posts LakeExpo shares, or simply post to your own account and trust us to get it right.







Very Merry Tropical Christmas @ Florida Direct Palm Trees

Thursday, December 1, 2022, 4 - 8 p.m.

Lake Expo shared a video from the playlist The American Dream - Full Episodes.

Take a look at Episode 2 of The American Dream with Lakefront Living Realty - Missouri - Arkansas! "The Fun Doesn't Stop After Labor Day!"

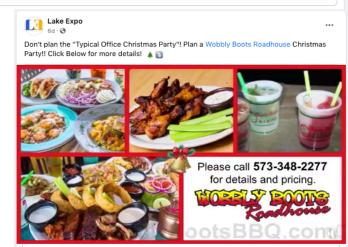


Lakefront Living Realty - Missouri - Arkansas posted a video to playlist The American Dream - Full Episodes.

November 23 · ● · ❸

🔆 View More Pics and Clips In Comments Below 🔆

Sign up today for more news and things to do in your area! You can also view ALL Missouri & Arkansas lakefront &... See more



#### Wobbly Boots Roadhouse

December 1 at 10:13 AM · 🕙



# LAKE((-))ALERT

# **Never Miss A Headline!**

Subscribe to the Lake Alert!



#### Sponsored

#### Big Surf Families! Reserve Your Wave-Pool Cabana

The Lake of the Ozarks' Waterpark is ready for Summer Fun! Reserve Your the Wave-Pool Cabana. Have a blast on Waterslides and float the Lazy River, and head to Splash Island for the little ones. There's sand volleyball, shuffleboard, pool and basketball on dry ground, and food to please the whole family at the Surfside Grill! Check out more Big Surf fun.

Buy Big Surf tickets online or at the gates.

www.bigsurfwaterpark.com



#### **Lake Alert Sponsored Ads**

#### **Promotional Advertising**

Mobile Smartphone Professional Copyrighting Textual Ads - Content Rich Point-of-Sale Links One-Click To Call

#### **Textual Ads**

Advertisers sponsor news content most relevant to their target market.

#### **Lake Alert Subscribers**

Lake of the Ozarks Community, Midwest Boaters, Second Homeowners, Visitors.

#### **Geographic Demographics**

1 Missouri, 2 Illinois, 3 Kansas, 4 Iowa 5 Texas, 6 Florida, 7 Nebraska



## **Local business empowered by global reach**

Osage Beach, MO

#### **Business Directory**

Your guide to the best businesses in the area. Browse All Categories

What are you looking for?

Q Search

#### Featured Businesses



#### Albers & Albers Team

#### Four Seasons Realty

109 Horseshoe Bend Parkway, Lake Ozark, MO 65049 573-365-8596 Currently Open

Website Homes



#### Lakefront Living Realty

#### Missouri

4631 Windsor Dr, Osage Beach, MO 65065 **573-216-4350** 

Currently Open

Website Homes



#### Servpro of Lake of the Ozarks

360 Business Park Rd, Linn Creek, MO 65052 **573-873-2660** Currently Open

Website



#### 888-lakabuy

#### Lake Buy Realty

606 N. Main, Laurie, MO 65038 **888-525-3289** 



#### Lake Regional Health System

54 Hospital Dr, Osage Beach, MO 65065 **573-348-8000** Currently Open

Website



#### Premier 54 Marina & Motorsports

4370 Osage Beach Pkwy, Osage Beach, MO 65065 573-552-8550 Currently Open

⊕ Website 

⇔ Vehicles



#### Maasen Insurance Services

139 E US Highway 54, Camdenton, MO **573-552-8652** Currently Open

Website



#### OakStar Bank

14 friendly, full-service locations in Springfield, Bolivar, Buffalo, Urbana, Hermitage, Macks Creek, Camdenton, Sunrise Beach, Osage Beach, Lake Ozark, and Clinton., Lake Ozark, MO 65049 417-877-2020

Website

#### > LakeExpo.com Featured Events

#### LakeExpo

Lake Alert News Bosting Real Estate See & Do Eat & Drink Photos Shop 4Sale 'Boat Buyers' Reality Show To Feature Lake Of The Ozarks On The Travel Channel







Upcoming Golf Events









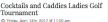




What's Happening At The Lake?











It's A Good Life!

# **Featured Events**

Perfect for Venues, Businesses, and Non-Profits investing in events to draw crowds and revenue. Featured Events rise to the top for relevant audience exposure at LakeExpo.com.

#### **Full Site and Mobile**

- Homepage Promotion
- Top of See & Do Section
  - Lake Alert Line Ad

Events include Unlimited Textual information, website links, images, video links, mapping, and more!

#### Annual Clown Golf Classic

- Saturday, April 29th, 2017 all day
- Osage National Golf Club

f y 🗷 🖨 🛭

http://www.clowngolf.com/event-info.html



3 Person Team. Build your own team, or will place you on a team!



Starting Saturday, April 29th, 2017, repeats every day until Sunday, April 30, 2017 - all day

Osage National Golf Club 400 Osage Hills Road Lake Ozark, Missouri 65049 970-222-6401







2017 @ 4:00 pm







Lake Race 5K

Lake Race: Props & Hoses Poker Run



Support Our Troop Poker Run 2017 Thursday, June









Rewards Card



# > Eat & Drink - Signature Drinks & Cuisine

## You Make It.

We Tell The Customers That Matter.
(Professionally Crafted Photography, Writing & Editing)

#### Signature Drink

Head Bartender makes it. LakeExpo features the drink and the bartender behind it.

#### Signature Cuisine

Chef makes it. We make it famous.

#### The Experience

The Signature Drink, Cuisine, The Atmosphere, Service, & Unique Experience.

#### How LakeExpo Reaches Customers

- LE Publishes 3 Features with Homepage Exposure and extended life in the Eat & Drink Section.
- LE eBlasts Features to Lake Alert Subscribers
- · LE Shares Articles on Social Media Channels

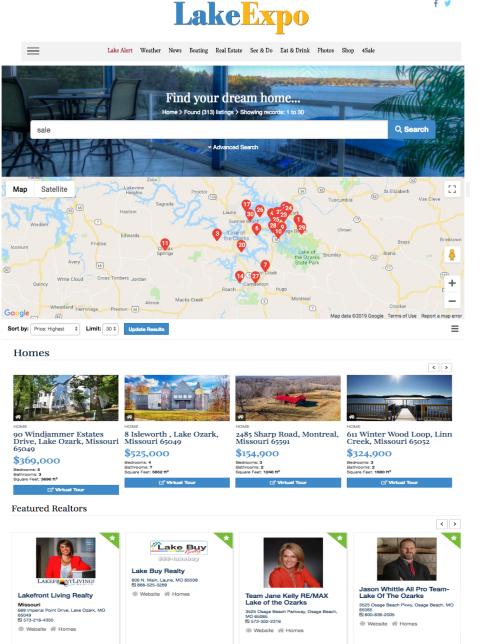


# Lake Exposon Real Estate

"Lake Life Begins Here"



## Real Estate Unlimited Property Listings – Right Audience. Powerful Marketing



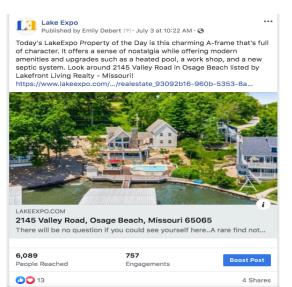
## **Full-Service Advertising Solutions**

#### > Benefits to Choosing LakeExpo.com

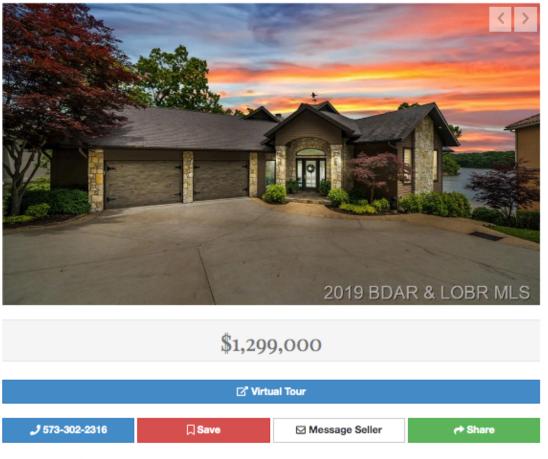
- Tested and Proven, the LakeExpo.com Audience Buys and Sells Real Estate at Lake of the Ozarks.
- Unlimited Real Estate Listings Display to the Largest, Most Relevant Digital Audience at Lake of the Ozarks.
- **Technologically Superior:** LakeExpo integrates each Realtor's MLS/IDX Feed. We Make It Easy.
- **Branded Listings:** Properties are Branded to Listing Agent.
- Leads Go Directly to Listing Agent or Broker.
- Realtors Can Manage Inventory Via Dashboard.
- Features Include Listings Search, Mapping, Featured Listings, Realtor Profiles and Open Houses.
- One Low Monthly Flat Fee.

**Important Note:** We do NOT sell your leads to other Realtors





# 776 Brookhaven Lane, Villages, Missouri 65079



Details for 776 Brookhaven Lane, Villages, Missouri 65079

Updated 49 min ago

Elegant Lodge-feel to this Wayne Thomas built Luxury Home nestled in The Villages. Custom-built with a gorgeous tasteful finish, it will have you saying "WOW!" when you enter. Attention to detail throughout, this 4,476 sf. home has 4 Bedrooms (2 Master Suites) & 4.5 Baths, large expansive staircase down to a gorgeous huge open Great-Room, 26' ceilings, very impressive stone gas fireplace w/one-of-a-kind Mantle, this will set the tone for over-the-top entertaining. Glass across the entire back-side of home for a wonderful view of the Lake, from the dining table & huge Chef's kitchen to a beautiful patio. Custom Hickory Cabinets & beautiful Tavern-Grade Hickory Floors, huge Kitchen, Island, & Wet Bar. Walk-out to

#### Agent Agent

Team Jane Kelly
RE/MAX Lake of the Ozarks 3525 Osage Beach Parkway, Osage Beach, MO 65065 ☐ 573-302-2316 Currently Open
⊕ Website   Homes

•	Your name	
	Email	
2	Phone	
Brookh	'm interested in finding out laven Lane, Villages, Misso spo.com	
Brookh	aven Lane, Villages, Misso	

#### **Featured Boats**





#### Open Houses Featured at Lake of the Ozarks



Four Seasons Home - \$545,000

(3) This event occurred on Friday, April 7th, 2017 @ 4:00 pm = 6:00 pm



Bluff Home - Amazing View - Sunrise Tall Oaks Home For Sale Beach - \$499,900

O This event occurred on Thursday, April 6th, 2017 @ 11:00 am - 2:00 pm



(3) This event occurred on Thursday, April 6th, 2017 (8) 11:00 am - 2:00 pm



< >





#### Open Houses – The Story Behind LE's Service

Real Estate clients asked for it, so LakeExpo market tested Open Houses digitally to a mass audience. Proof of concept was immediate.

In the second week, one of our Real Estate clients said she had eight potential homebuyers show up to an Open House on a Thursday as a direct result of LakeExpo marketing initiatives.

We watched as the analytics verified a compelling response from the LakeExpo audience.

LakeExpo invested in the concept and now offers the go-to resource for Open Houses at Lake of the Ozarks.

#### **How LE Promotes Open Houses**

- Homepage Featured Block
- Real Estate Section
- Events Section
- eBlast Through Lake Alert
- Social Media Promote Section

#### Tall Oaks Home For Sale

© This event occurred on Thursday, April 6th, 2017 6 11:00 am - 2:00 pm

Tall Oaks Home

DIC From



Whore: 284 Tell Calco Drive Survine Repole

What 4 Bedroom/6 Dath

Prine: \$650,000

Where Thursday, April 6, 2017, 11:00am -2 60cm

Host: Tammy Scheiter

PEJMAX Lake Cearlin Missie: 573-290-4907

Past dates

ff Schedules

Thu April 6 th 60 an

Decured Thursday, April 6th, 3017 8 11 30 am = 200 pm

& Downland schedule

Q Venue

Tall Oaks Home

SMITM DANDING Bunke Stock, MO166079



Four Seasons Lakefront Home -\$849,500

O This event occurred on Saturday, April 9th, 2017 69



Lakefront Condo - Sunrise Beach -\$220,000

© This event occurred on Saturday, April 9th, 2017 @ 900 am + 12:00 pm



# **Marine Dealer Solutions**





#### > LE Boats Unlimited Inventory Feed – One Low Monthly Price – Leads Go Direct To The Dealer!

# LakeExpo

Lake Alert Weather News Shootout Boating Boats Real Estate See & Do Eat & Drink Photos Shop

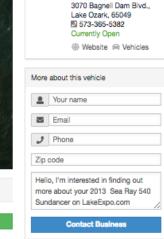
Find vour dream boat.

#### 2013 Sea Ray 540 Sundancer



\$899,000

Message Seller



**Boat Reviews** 

Find Your Dream Boat!

LakeExpo + Local Dealers Build The Most

Addictive Site For

Boaters

Marine Max - Lake Ozark

Business



#### Featured Boats

Search Boats...



2006 Sea Ray 290 Sun Sport 1996 Wellcraft 38 Scarab

\$57,500 Jul 30, 2018

\$52,500 Updated 14 hrs ago



2013 Regal 3200

Condition: Used Updated 14 hrs ago



< >

2005 Sonic 386

\$124,900

Condition: Used Updated 14 hrs ago

#### Marine Dealers



#### Performance Boat Center

1650 Yacht Club Dr, Osage Beach, MO

周 573-873-2300

Currently Open



#### Marine Max - Lake Ozark

3070 Bagnell Dam Blvd., Lake Ozark, 65049 Ø 573-365-5382 Currently Open



#### Precision Water & Power Sports

10103 Marina Rd, Jefferson City, MO 65101 FI 573-395-4044 Currently Onen

⊕ Website 

⇔ Vehicles



#### Osage Beach

5250 Dude Ranch Rd, Osage Beach, MO FI 573-348-4700





Info

J 573-365-5382

Details for 2013 Sea Ray 540 Sundancer

You Might Also Like...



2005 Sunseeker 46 Portofino

\$349,950 Condition: Used







2005 Carver 41Cockpit Motor Yacht \$149,950



This Is THE Pontoon Boat For A Luxury Crowd



#### **Yachts**



2007 Regal 2665 Commodore

\$49,900 Condition: Used Updated 14 hrs ago

2005 Carver 41Cockpit Motor Yacht \$149,950

Condition: Used

Updated 14 hrs ago

2007 Sea Ray 44 Sundancer \$339,900 Condition: Brokerage

Jul 30, 2018



\$199,950 Condition: Used Updated 14 hrs ago



#### **Weekly Specials From The Stores You Love To Shop**

## Mobile Marketing Solution for Supermarkets & Retailers

Most Relevant Audience Online

Mobile Advertising

Social Media Services

E-mail Marketing

Branded Banner & Featured Advertising





Lake Alert Weather News Boating Boats Real Estate See & Do Eat & Drink Photos Shop



# Featured

Ads

1,434,310 Ad Views (1 YR)

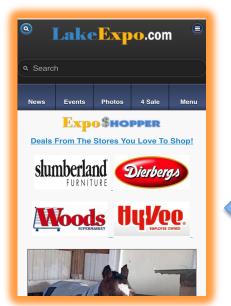
# Total Ad Views 3,919,181

#### + 52 eBlasts Per Year

Video Ads Available

#### **Mobile Ads**

1,969,744 Ad Views (1 YR) Full-Site Banner Ad 515,127 Ad Views (1 YR)



 $\equiv$ 



#### ExpoShopper - Lake Alert eBlast & Social Media Services

# Expo\$HOPPER

Weekly Specials from Stores You Love



Get a FREE Battery or Tool with the Purchase of a Combo Kitl
Rigid Gen5X 18-Volt Hammer/Drill Driver \$279!
Rigid Gen5X Circular Saw \$139!

#1 Retailer of Power Tools & Accessories!

Rigid X4 18-Volt Cordless Reciprocating Saw \$119!

Special Financing with Home Depot Card!





**Powerful Social Media Tools** 

**Boost Post** 

LakeExpo.com



LakeExpo.com







# Lake Expo.com CHARITABLE FUND V



# 2018 Local Grants

Community Foundation of the Lake Lake of the Ozarks Shootout Kids' Harbor Camdenton Robotics Team School of the Osage DECA Team Medical Missions For Christ **Wonderland Camp** Share the Harvest Food Pantry Food For Morgan County Can-Am Games Osage Beach Firefighters Memorial Children's Learning Center Lake West Aquatic Center The National Mother's Shrine Laurie-Sunrise Beach Rotary Elks Benevolent Foundation The Lake Arts Council

COMMUNITY FOUNDATION of the LAKE

a New Way of Giving