



# THE FLASH LIST

ENTERTAINMENT GUIDE

*A great site for date night!*

## MEDIA KIT

Introducing *NEW* partner website [TheArtOfGallivanting.com](http://TheArtOfGallivanting.com)  
*Extraordinary Adventures for Ordinary People*







## ABOUT US

*[TheFlashList.com](http://TheFlashList.com) is a great site for date night!*

Originally a local 'bucket list' contained on a small USB 'flash' drive, TheFlashList.com is now one of the most comprehensive entertainment guides of its kind and has been ranked within the **top 1/10 of 1% of websites worldwide**. Featuring quality attractions ranging from circus to symphony, The Flash List delivers news and information about noteworthy events, venues, products, and services designed for couples and individuals looking to creatively maximize the time, effort, and money they spend on leisure endeavors.

With a reputation for journalistic integrity and artfully-executed promotional campaigns, The Flash List is a **trusted and influential voice for quality brands** in a variety of entertainment sectors such as arts, dining, lifestyle, movies, music, romance, sports, travel, and more. By sharing information with website visitors in a casual, concise, easy-to-understand way, consumers and entertainment seekers as well as businesses and event promoters can all benefit from the collective knowledge.

Connections are made, brands are expanded, and people are happy.

**It's a win-win-win.**

*“This is the most comprehensive, most complete website of its type that I've ever seen anywhere. It's fascinating and certainly very helpful.”*

Dave Williams, 570 KLIF News and Information in the Morning



© PHOTOS BY THE FLASH LIST | Darius Rucker with Pat and Emmitt Smith, Val Kilmer, Raminator, Walburg Boys, Rick Nielsen (Cheap Trick)

## BUZZ

### FROM PARTNERS

“OMG, you win the prize for the most creative write-up yet!”

- Kimberly Shults, Fiat Chrysler Automobiles

“That's a good question! I'm going to make people ask me that.”

- Hollywood Actor Val Kilmer when interviewed

“Love that photo!”

- Cookie Johnson, wife of NBA's Magic Johnson

“AWESOME video! Thanks for sharing ... we're all excited about this show!”

- Dallas Summer Musicals

### FROM READERS

“Fantastic reviews and thorough job ... proved to this traveler that you know your stuff.”

“What a wealth of fantastic information presented in a great format.”

“@theflashlist is my new favorite twitter page thingy dealy mcbob.”

*“We refer to you guys ALL of the time to see what is going on around DFW!”*

Soiree Boutique Bridal Shows





## AUDIENCE

With a dramatic social media growth campaign underway and expansion into **additional cities**, projections below are based on previous consistent growth of 10-15% MoM. The Flash List has also premiered its *NEW* travel guide [TheArtOfGallivanting.com](http://TheArtOfGallivanting.com) featuring **extraordinary adventures for ordinary people**.

**295,000**

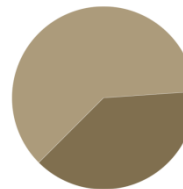
Alexa Ranking (global)

**50,000+**

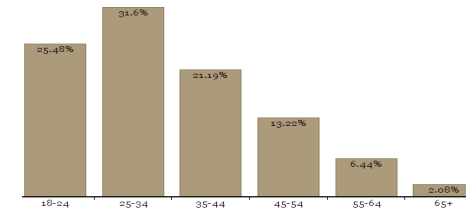
Monthly Unique Visitors

**1 Million+**

Social Media Reach



61.4% Female  
38.6% Male



18-24 | 25.48%  
**25-34 | 31.06%**  
 35-44 | 21.19%  
 45-54 | 13.22%  
 55-64 | 6.44%  
 65+ | 2.08%

### TOP READER INTERESTS

- 3.62% | **Arts & Entertainment** | Celebrities and Entertainment News
- 3.35% | **Shopping** | Mass Merchants and Department Stores
- 2.60% | **Food & Drink** | Cooking and Recipes
- 2.52% | **News** | Politics, Campaigns, and Elections
- 2.36% | **Sports** | Team Sports and American Football
- 1.99% | **Shopping** | Consumer Resources and Discount Offers
- 1.43% | **Reference** | General Reference, Dictionaries, and Encyclopedias
- 1.36% | **Travel** | Air Travel
- 1.15% | **Arts & Entertainment** | Music and Audio
- 1.07% | **Online Communities** | Social Networks



## LEADERSHIP

### SCOTT TILLEY | PRESIDENT

*Award-Winning Photojournalist*

The Flash List was founded in 2008 by Sherri Tilley and husband Scott Tilley, a member of the Texas Auto Writers Association and Texas Outdoor Writers Association as well as a **serial entrepreneur** whose business interests also include ownership of Global Impact Staffing, an executive search firm serving Fortune 1000 companies globally since 1998.

### SHERRI TILLEY | PUBLISHER

*Award-Winning Journalist, Photographer, Videographer, and Web Designer*

Frequently scouted for both radio and television, Sherri Tilley is a **multiple-award-winning journalist, photographer, videographer, and web designer**. As publisher of The Flash List entertainment guide and The Art of Gallivanting travel guide, she is a **global brand ambassador for top entertainment venues and lifestyle companies** and the author of hundreds of articles including current news, consumer reviews, celebrity interviews, etc.

*“You are amazing at what you do.  
And I don’t mean publishing all of the wonderful events  
... you’re a bridge builder.”*

Mina Chang, President at Linking the World

*“You’re too nice for reality television!”*

Angela Molloy, VP Development, WETv



© PHOTOS BY THE FLASH LIST | Sherri and Scott Tilley, Mardi Gras Gala, Texas Motor Speedway, Iowa State Fair, TAWA Excellence in Craft Competition Awards





## PARTNERS

Consumers are looking for exciting venues, credible services, and quality products; so The Flash List helps **generate brand awareness and create buzz** for companies by maintaining a strong network of business relationships.



*“We love love LOVE this!”*

Victoria’s Secret

## SERVICES

ARTS | DINING | EVENTS | LEISURE | MOVIES | MUSIC | ROMANCE | SPORTS | TRAVEL

Inspiring action through **compelling custom content**, The Flash List collaborates with large brands, small business, public relations firms, and marketing agencies to provide a wide range of media coverage options offered on **social, digital, and mobile platforms**.

### CONTENT FORMATS

- News Reporting
- Celebrity Interviews
- Brand Ambassadorships
- Venue and Travel Reviews
- Product and Service Reviews
- Photography and Videography
- Insights and How-To Tips
- Social Media Promotions
- Online Giveaways
- Banner Advertising
- Custom Campaigns

### CONTENT TYPES

- Date Night Ideas
- Couples Travel
- Event Coverage
- Brand Promotions
- Venue Evaluations
- Experience Recaps
- Road Trip Itineraries
- Life Hack Suggestions
- Girls Getaway Activities
- Guys Night Out Activities
- Educational Opportunities



© PHOTOS BY THE FLASH LIST | Olfactory Company, Empire State South, Dallas International Guitar Festival, Foghat at Wildflower Festival, Grape Creek Winery

*“Awesome! EVERYBODY from the Lincoln communications team loved the article and photo ... lots of positive comments!”*

Rob Beird for Lincoln Motor Company



## CASE STUDIES

### STATE FAIR OF TEXAS

Prior to the achievement of a record-breaking \$56 million in gross coupon sales in 2016 (the most successful event in the fair's 130-year history), The Flash List was requested to provide assistance with improving media relations via [news distribution](#), [image consulting](#), [journalist coordination](#), [featured articles](#), email blasts, banner advertising, and more.

### CHRYSLER PACIFICA MINIVAN

One of The Flash List's **most creative projects to date**, the whimsical writing style and unique photo content of the award-winning article [Chrysler Pacifica Offers Grown-Up Features for the Kid in You](#) elicited extreme positivity from Fiat Chrysler Automobiles and **won first place** in the Texas Auto Writers Association Excellence in Craft Competition.

### MOONSHINE: THAT HEE HAW MUSICAL

The Flash List was first to publish a theater review, [A New Style of Musical Entertainment, Moonshine: That Hee Haw Musical Ain't Yer Mama's Broadway Score](#), for the world premiere of the hit show by Grammy-honored songwriters Brandy Clark and Shane McAnally. An opening-night encounter with actor Jesse Tyler Ferguson of television's *Modern Family* was discussed during The Flash List's [weekly radio segment](#) on 570 KLIF.

### LINCOLN MOTOR COMPANY

After an exclusive drive event, a resulting article entitled [Custom-Tailored Features of the Lincoln MKZ Fit Like a Glove](#) reached **38,246 Facebook viewers** and was shared over 92 times while generating hundreds of likes and dozens of comments. Lincoln Communications responded regarding the author, "She is my new favorite writer ... She really is a great writer who just gets it."







ADVERTISEMENT

IN-CONTEXT ADS & SOCIAL MENTIONS



**CITY FUN GROUP**  
*Digital Adventure Tours*

Get around town to see sites in the funnest way possible.



Drum roll please ... the @statefairoftx announces winners of the #BigTex Choice Awards. #SharetheSFT #ad



SPONSORED

PHOTOS, VIDEOS, AND ADVERTORIALS

***Pearls of Wisdom:***  
***A Ladies' Tour of the Deep South***

Take a charming journey through the Deep South region of the United States with a special focus on a few of the important women who helped shape it.

[TheFlashList.com/deepsouth](http://TheFlashList.com/deepsouth)

## ADVERTISING

### WAYS TO PARTNER AT NO COST

- Submit an event calendar listing
- Send a press release for publication
- Suggest a service or send a review product
- Invite The Flash List to your event or venue
- Schedule a spokesperson interview
- Meet to discuss a business opportunity
- Offer a special promotion or giveaway
- Be an expert cited in a feature article

View more offers at: [TheFlashList.com/services](http://TheFlashList.com/services)

### MONTHLY SPONSORSHIP OPPORTUNITIES

- Social Media Boost | From \$50
- Sponsored Link or Post | \$50 - \$250
- In-Context Listing or Ad | \$100 - \$500
- Banner Ad (Small Square) | \$100 - \$500
- Banner Ad (News Ticker) | \$250 - \$1,000
- Banner Ad (Medium Rectangle) | \$250 - \$3,000
- Banner Ad (Leaderboard) | \$1,000 - \$7,500

View detailed rate card at: [TheFlashList.com/advertise](http://TheFlashList.com/advertise)



## CONTACT

To request media coverage and/or promotional consideration, please contact:

**THE FLASH LIST** | <https://www.theflashlist.com>

PO Box 860606 | Plano, TX 75086 | 214-245-5382 | [contact@theflashlist.com](mailto:contact@theflashlist.com)

### CURRENT MARKET SEGMENTS

[USA National](#)

[Austin, Texas](#)

[Dallas, Texas](#)

[Galveston, Texas](#)

[Houston, Texas](#)

[San Antonio, Texas](#)

[TheArtOfGallivanting.com](http://TheArtOfGallivanting.com)

**Google**

First page of search results for:

**coolest things to do in dallas**

karaoke galveston island

**index of chick flicks**

dallas birthday ideas

**classical orchestra music vocabulary**

guy stuff to do in fort worth

at&t performing arts center seating

**twitter**

Retweets previously made by:

@JasonTerry31 to **691,857** followers.

@ChuckWicksMusic to **289,095** followers.

@BeardFoundation to **111,826** followers.

@DebbieGibson to **78,587** followers.

@StateFairOfTX to **60,712** followers.

@HOBDDallas to **26,724** followers.

@BushOfficial to **25,981** followers.

*“Thank you for helping us raise awareness about these programs, as well as our mainstage productions. You are a perfect peach!”*

The Dallas Opera