



## 2024 Advertising Sponsor Rate Sheet/Agreement

### Blog Banner Ad Options (averaging 100,000+ website page views per month)

#### 150 x 150 Square Ad / Sidebar

\_\_\_ \$750 for a 3-month contract    \_\_\_ \$1,400 for a 6-month contract    \_\_\_ \$2,500 for an annual 12-month contract

#### 300 x 150 Rectangle Banner Ad / Sidebar

\_\_\_ \$850 for a 3-month contract    \_\_\_ \$1,500 for a 6-month contract    \_\_\_ \$3,000 for an annual 12-month contract

#### 300 x 300 Square Ad / Sidebar

\_\_\_ \$950 for a 3-month contract    \_\_\_ \$1,600 for a 6-month contract    \_\_\_ \$3,500 for an annual 12-month contract

#### 300 x 600 Tower Ad / Sidebar

\_\_\_ \$1,050 for a 3-month contract    \_\_\_ \$1,700 for a 6-month contract    \_\_\_ \$4,000 for an annual 12-month contract

\_\_\_ **Top Banner / Blog** (one spot available at top of sponsor section) \$8,500/year or \$5,000/6 months

\_\_\_ **Bottom Banner / Blog** (two spots available at bottom of sponsor section) \$5,000/year or \$3,500/6 months

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

### Sponsored Eblasts (emailed to 15,000+ subscribers)

\_\_\_ **Eblast newsletter banner ad** for \$500 (one time) or \$1,500 (4 times) via an **ad banner at the bottom** of the newsletter.

\_\_\_ **Dedicated eblast newsletter** for \$1,500 featuring your choice of content - a new product, sale, promo code, giveaway, etc.

### Social Media Advertising (25,000+ Facebook followers / 35,000 Instagram followers / 5,000 Twitter followers)

\_\_\_ **Instagram or Facebook post** for \$500 (also have the option to pay to boost the post on Facebook).

\_\_\_ **Facebook video/ Instagram reel/YouTube video** Video min. 3 minutes, max. 10 minutes; Instagram maximum 90 seconds **\$2,500**

\_\_\_ **Giveaway** across social media (with details mutually agreed upon) **\$1,500**

Full payment for banner ads due in advance; all other payments due half at agreement signing and final half 7 days before promotion begins. Contract start date will be the 1<sup>st</sup> of the month immediately following receipt of payment. Cancellation by advertiser will result in the forfeit of any unused payment left in the contract. This agreement offers no guarantee regarding increased product sales or traffic to the sponsor website.

*Michelle Valentine*

\_\_\_\_\_  
Michelle Valentine / Michelle Valentine Media, LLC

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Authorized Agent of Business/Organization

\_\_\_\_\_  
Date