State of Social Statistics

Site Analytics

- Newsletter: 10,000+ Subscribers
- Facebook: 32,000+ Likes
- Twitter: 37,700+ Followers
- Instagram: 50,700+ Followers
- Snapchat: 500+ Followers
- Pinterest: 2,500+ Followers

- 400,000+ Unique Visitors/Year
- 30,000+ Unique Visitors/Month
- 60,000+ Pageviews/Month
- 30% of our traffic is from outside the State

Demographics

- 30% 24-34 yrs old
- 25% 45-54 yrs old
- 21% 34-44 yrs old
- 19% 55-64 yrs old
- 5% Other

- 68% Female
- 32% Male

TOP VISITING CITIES
5. Kalamazoo | 6. Traverse City | 7. Lansing

Social statistics as of 9/1/16
### AWESOME MITTEN AD RATES

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Starter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>$1,000</td>
<td>$750</td>
<td>$500</td>
<td>$250</td>
</tr>
<tr>
<td><strong>Campaign Duration</strong></td>
<td>60 Days</td>
<td>45 Days</td>
<td>30 Days</td>
<td>14 Days</td>
</tr>
</tbody>
</table>

#### WEBSITE ADS
- 300 x 300 sidebar ad — 10,000 impressions
- 600 x 100 native ad *(appears at top of posts)* — 8,000 impressions

#### SOCIAL MEDIA PROMOTION *(Facebook, Twitter, Instagram & Pinterest)*
- 2 Shout Outs *(must be a week apart a minimum)*
- 4 Shout Outs *(over a 6 week period)*
- 6 Shout Outs *(over a 2 month period)*

#### CONTENT
- Blog Post
- Original Photography + Blog Post
- Original Video, Photography & Blog Post

#### NEWSLETTER PROMOTION
- Featured sponsor logo in foot of single newsletter *(10,000+ emails)*
- Featured sponsor logo in front of 2 newsletters
- Native content *(paragraph + image about your organization)* in single newsletter *(10,000+ emails)*

#### GIVEAWAY CAMPAIGN (OPTIONAL)

#### AWESOME MITTEN GIFT GUIDE: OPTIONAL PLACEMENT

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Email Ads@AwesomeMitten.com for more info.