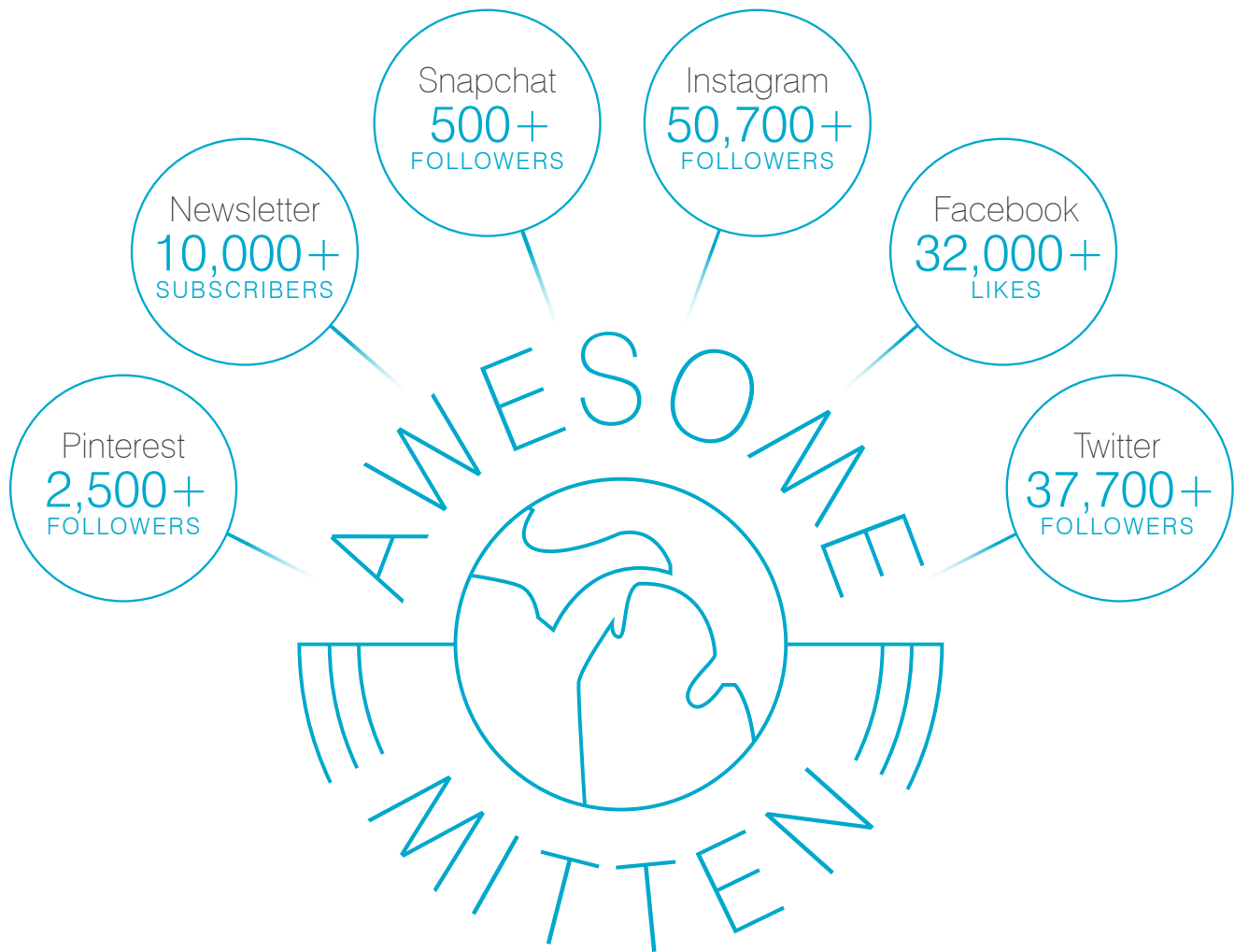
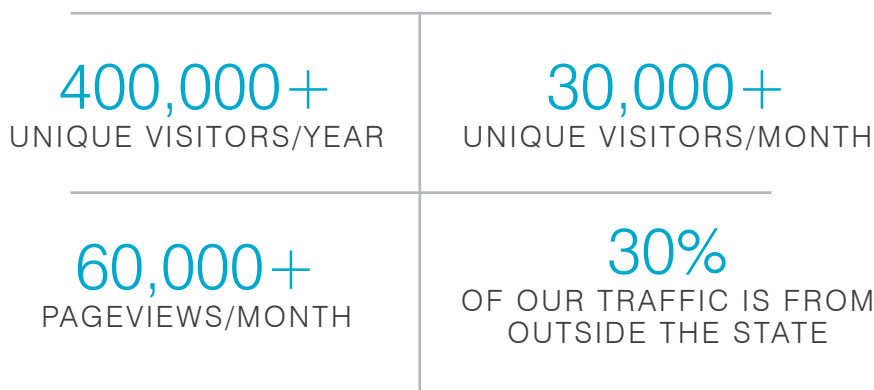


## State of Social Statistics



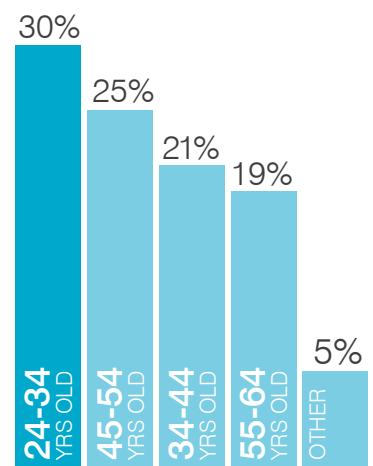
## Site Analytics



### TOP VISITING CITIES

1. Detroit
2. Grand Rapids
3. Ann Arbor
4. Chicago
5. Kalamazoo
6. Traverse City
7. Lansing

## Demographics



68% Female | 32% Male

# 2016 Ad Rates

Rates valid through December 31, 2016

| AWESOME MITTEN AD RATES  | Platinum       | Gold           | Silver         | Starter        |
|--|----------------|----------------|----------------|----------------|
| <b>Cost</b>  | <b>\$1,000</b> | <b>\$750</b>   | <b>\$500</b>   | <b>\$250</b>   |
| <b>Campaign Duration</b>   | <b>60 Days</b> | <b>45 Days</b> | <b>30 Days</b> | <b>14 Days</b> |
| <b>WEBSITE ADS</b>   |                |                |                |                |
| 300 x 300 sidebar ad — 10,000 impressions  |                |                | <b>x</b>       |                |
| 600 x 100 native ad ( <i>appears at top of posts</i> )<br>— 8,000 impressions                                      | <b>x</b>       | <b>x</b>       |                |                |
| <b>SOCIAL MEDIA PROMOTION</b><br>(Facebook, Twitter, Instagram & Pinterest)  |                |                |                |                |
| 2 Shout Outs<br>( <i>must be a week apart a minimum</i> )  |                |                | <b>x</b>       | <b>x</b>       |
| 4 Shout Outs ( <i>over a 6 week period</i> )   |                | <b>x</b>       |                |                |
| 6 Shout Outs ( <i>over a 2 month period</i> )  | <b>x</b>       |                |                |                |
| <b>CONTENT</b>   |                |                |                |                |
| Blog Post  |                |                |                |                |
| Original Photography + Blog Post   |                | <b>x</b>       |                |                |
| Original Video, Photography & Blog Post  | <b>x</b>       |                |                |                |
| <b>NEWSLETTER PROMOTION</b>  |                |                |                |                |
| Featured sponsor logo in foot of single newsletter ( <i>10,000+ emails</i> )                                       |                |                |                | <b>x</b>       |
| Featured sponsor logo in front of 2 newsletters  | <b>x</b>       | <b>x</b>       |                |                |
| Native content ( <i>paragraph + image about your organization</i> ) in single newsletter ( <i>10,000+ emails</i> ) | <b>x</b>       | <b>x</b>       | <b>x</b>       |                |
| <b>GIVEAWAY CAMPAIGN (OPTIONAL)</b>  | <b>x</b>       | <b>x</b>       | <b>x</b>       |                |
| <b>AWESOME MITTEN GIFT GUIDE: OPTIONAL PLACEMENT</b>   | <b>x</b>       | <b>x</b>       | <b>x</b>       |                |

Email Ads@AwesomeMitten.com for more info.