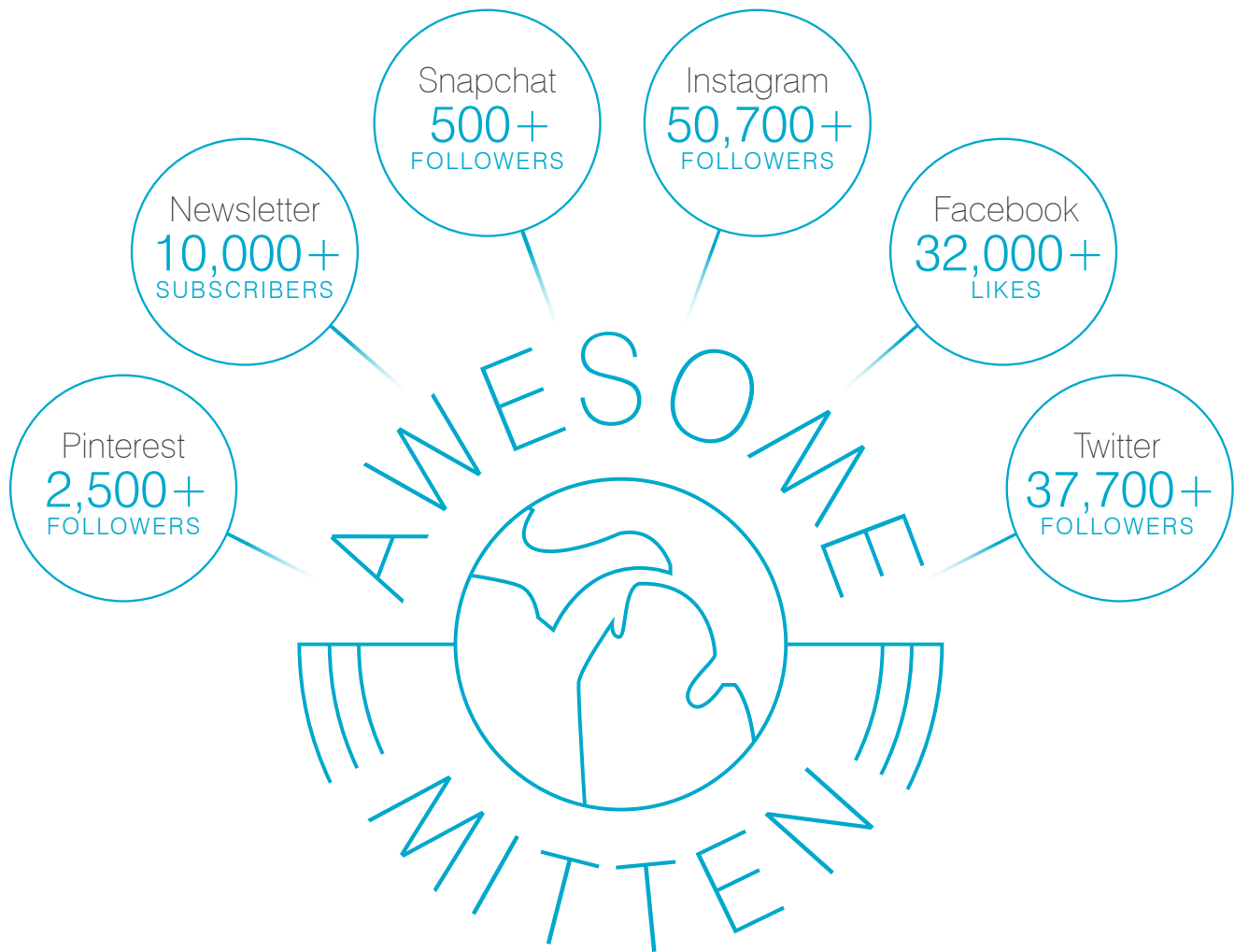
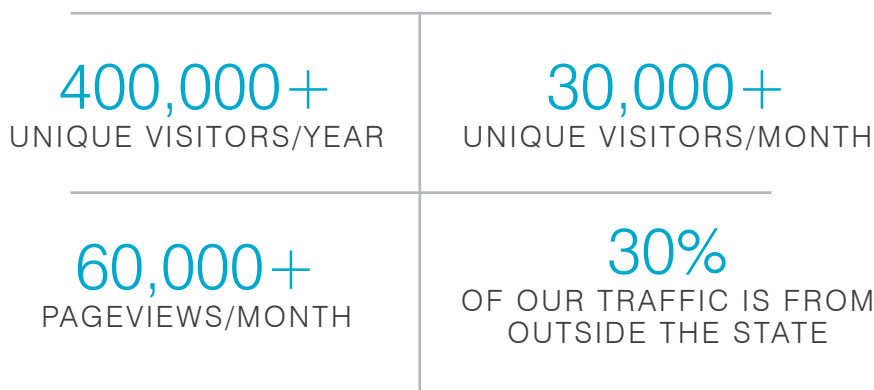


State of Social Statistics



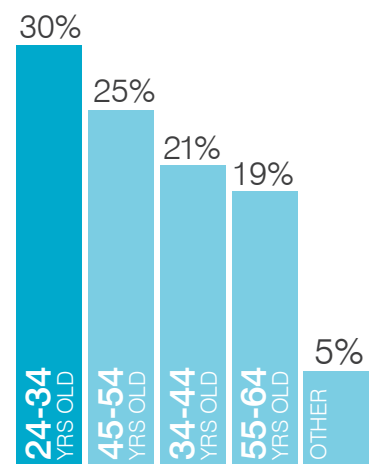
Site Analytics



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

Email Ads@AwesomeMitten.com for more info.