

# 2010

## Organic Authority Advertising

**Organic**  
**Authority.com**<sup>®</sup>  
Get hip, go organic!

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## ABOUT ORGANIC AUTHORITY

### Who Are We?

OrganicAuthority.com is a free web-based guide for all things organic and “green,” from healthy wholesome recipes to tips for detoxifying your home and garden. We offer a variety of unique editorial content authored by green experts, a blog, and a weekly email newsletter.

### Who Are Our Readers?

OrganicAuthority.com attracts a highly targeted audience of “green” and “eco-conscious” readers. Our readers’ top concerns are their health, the environment, and social change. They visit OrganicAuthority.com for expert advice on how to live a healthy, green and organic lifestyle, organic food recipes, baby food to bird feed to shampoos and cleaning products.

#### OrganicAuthority.com Demographics:

Age: 18-34: 28%, 35-49: 38%, 50+: 29%

HHI: \$30-60K: 20%, \$60-100k 28%, \$100k+ 25%

College Degree: 48%

Grad. Sch.:16%

59% female

61% married

83.9% research product information online

56% research environmental news

67% spend time on green sites

72% read news

90% are willing to pay more for products that are environmentally friendly, organic, support social change

*Source: Quantcast.com (January 2010), OrganicAuthority.com user survey (2010)*

#### OrganicAuthority.com Website Stats\*

Average 32,000+ unique visits per month

Average monthly visits 30,000+

Average monthly page views over 50,000+

5,000 registered newsletter readers

\* as of January 2010

## SPONSORSHIP OPPORTUNITIES

Our ideal advertiser offers products or services that will help our members transition to a healthy, green, and sustainable lifestyle. Although we offer traditional advertising opportunities such as newsletter banners, website advertisements, and course sponsorships, we are most excited to introduce our exclusive form of advertisement to organic audiences around the world with our cutting edge, *Web 2.0 Advertising Opportunities*.

We are excited to promote our partners' product on our website, through our OrganicAuthority.com TV segments, written blog, articles, newsletters and virally through social media outlets like Twitter, Facebook and more!

### Why is Social Media exposure important?

Social media is *far reaching*. Your local audience becomes a global audience with just one "Tweet".

It is *viral*. Well written social media campaigns become viral and are excellent word of mouth promotion, that reach a demographic that you would never be able to reach through a single media outlet.

### How can Web 2.0 benefit my company?

If you sell a service or a product from your website, you already know that getting quality traffic to your site and increasing your Page Rank is of extreme importance.

One of the easiest ways to increase your ranking is to have *links to your site* from a website that is seen by search engines as having quality value (OrganicAuthority.com) Our current Google Page Rank (PR): Home page is a PR 6, many sub categories are a PR 5, and articles and blogs range from PR 3-5 and increase daily.

A second "easy" way to increase your web presence is to *get new viewers to your site*. By exposing your company to our 30K+ unique visits per month, you increase the opportunity for quality exposure to a new customer.

Additionally, we expose our advertisers to new audiences through our online TV program, Radio Interviews, Blogs, articles, and online classes. Advertisers also receive **permanent videos and links** back to their website (as long as they purchase a package that includes these features), which offer valuable SEO (search engine optimization benefits). The opportunities are endless! We offer a variety of sponsorship options to fit every budget and business model.

*Note: We make no guarantee as to your increased page rank & traffic response to your site.*

## CUTTING EDGE ADVERTISING OPPORTUNITIES

### Web 2.0 Experience Silver Advertising Package

If you want to take your business to the next level, getting involved with The Web 2.0 Experience is a must.

This unique advertising opportunity includes all vital web 2.0 elements:

- A specific product\* featured in a blog written by Green Living Expert, Laura Klein.
- A 2-3 minute online OrganicAuthority.com TV segment with Laura Klein featuring one specific product and why she likes this product and how it fits into an easy and everyday green lifestyle\*
- If available, featured once in our 1st blog position in our weekly targeted newsletter
- Discussed in OrganicAuthority's Twitter, Facebook and other social networking conversations with fans.
- At least one link back to your website

*\*All products featured must be in line with OrganicAuthority's values and integrity and approved by OrganicAuthority.com staff.*

DISTRIBUTION CHANNEL
1 Product featured in 1 written blog by Laura Klein, that is <u>permanent</u> on OrganicAuthority.com
Inclusion of one product in one (1) 2-3 minute online OrganicAuthority.com TV segment with Laura Klein discussing why she likes it and how it fits into an everyday green lifestyle. The video is <u>permanent</u> on OrganicAuthority.com
If available you will be featured once, in our 1st blog position in our weekly targeted newsletter. (First priority is given to our Web 2.0 Gold Package buyers.)
Virally syndicated through OrganicAuthority's Twitter (8,700 + followers), Facebook (1,300 + fans) and other social media conversations with fans (#s are as of February, 2010)
At least one, <u>permanent</u> link back to your website

\*\* Links and features are permanent on OrganicAuthority.com. As OrganicAuthority.com's presence, page rankings and SEO improves, this could have a trickle down affect and help improve your websites SEO. However, no guarantees are made.

*Advertiser Benefits:*

Your company and products are exposed through multiple distribution channels to a targeted niche in healthy green living:

- Video
- Social Media
- Written Blog
- Newsletter
- Your products will be included on at least 2 permanent pages on OrganicAuthority.com via the online TV segment and written blog.
- Personal endorsement from Green Living Expert.
- More valuable than a banner ad, for a limited time, advertisers who take advantage of this by February 28, 2010, your placement is **permanent** on OrganicAuthority.com, your reviews will not be taken down.
- Possible boost in your SEO and page rank (no guarantees are made).
- Video is higher value than text.

## Web 2.0 Experience Gold Advertising Package

Studies show that it takes at least 7-12 times for a customer to see a product before they buy it. The Web 2.0 Experience Gold Advertising Package offers that opportunity.

The Gold package includes:

- Three (3) individual products included individually and separately (1 product per video) in three (3) 2-3 minute video blogs with Laura Klein & why she likes it and how it fits into an everyday green lifestyle. These videos are **permanent** on OrganicAuthority.com
- Inclusion in our test pilot program of distributing our videos to over 20+ targeted websites

### DISTRIBUTION CHANNEL

**3 Products featured in 3 separate written blogs by Laura Klein, that are permanent on OrganicAuthority.com.**

**(Your products are featured on 3 separate blog pages on OrganicAuthority.com )**

**3 products included in 3 separate 2-3 minute online OrganicAuthority.com TV segments with Laura Klein featuring 1 product per video, discussin why she likes it and how it fits into an everyday green lifestyle. (These videos are permanent on OrganicAuthority.com)**

**Three (3) products featured, in three (3) seperate weekly targeted newsletters. If you want a guaranteed first blog position in our newsletter, extra charge of \$100 will apply.**

**Virally syndicated through OrganicAuthority's Twitter (8,700 + followers), Facebook (1,300 + fans) and other social media conversations with fans (#s are as of February, 2010)**

**At least three, permanent links back to your website**

**\*\*\* Inclusion in our test pilot program of distributing your OrganicAuthority.com videos to over 20+ websites**

**\*\* Links and features are permanent on OrganicAuthority.com. As OrganicAuthority.com's presence, page rankings and SEO improves, this could have a trickle down affect and help improve your websites SEO. However, no guarantees are made.**

**\*\*\*For a limited time, those who take advantage of this offer before February, 2010, will be included in our test pilot program of distributing our videos to over 20+ targeted websites.**

*Advertiser Benefits:*

Your company and products are exposed through multiple distribution channels to a targeted niche in healthy green living:

- Video
- Social Media
- Written Blog
- Newsletter
- Your products will be included on at least 3 permanent pages on OrganicAuthority.com via the online tv segments and written blog.
- Personal endorsement from Green Living Expert.
- More valuable than a banner ad, for a limited time, advertisers who take advantage of this by January 31, 2010, your placement is permanent on OrganicAuthority.com, your reviews will not be taken down.
- Possible boost in your SEO and page rank (no guarantees are made).
- Video is higher value than text.
- Your products are exposed over 13 times to a targeted niche, using the potential for a prospect to buy your products and services.

Please note, all advertising rates must be confirmed through OrganicAuthority.com sales, as they are subject to change.

OrganicAuthority.com has final approval on all ad creative and content prior to going live.

We reserve the right to refuse advertising for any reason.

We are not responsible for error in ad files created by advertiser.

OrganicAuthority.com does not guarantee any given level of circulation, distribution, reach or readership for an advertisement.

## TRADITIONAL ADVERTISING OPPORTUNITIES

### Dedicated E-mail Opportunity

Benefits: 100% share of voice; reach our highly engaged customer list of 5,000 (and growing daily!) In up to 500 words, you have the opportunity to engage our readers by sharing your story and value proposition. We limit the number of dedicated emails to one per week.

Specs: up to 500 words and 3 images

Cost: \$500 for each mailing

### Newsletter Sponsorship - Banners

Benefit: high visibility graphic placement in our weekly newsletter of 5,000 loyal readers.

#### **Leaderboard (728x90):**

Description: positioned above our editorial content, the leaderboard is the most prominent placement in the newsletter.

Specs: a .gif or .jpeg file of 50K or less

#### **Skyscraper (160x600):**

Description: positioned alongside our editorial content, the skyscraper banner draws readers in as they become engaged in reading the newsletter.

Specs: a .gif or .jpeg file of 50K or less

#### **Footer (728x90):**

Description: positioned below editorial content, the footer is an affordable option for first-time advertisers. We recommend combining it with the leaderboard and/or skyscraper for strongest visual impact.

Specs: a .gif or .jpeg file of 50K or less

**Newsletter Bundles:** Maximize your exposure and save money by combining multiple newsletter placements into a package.

## Website Sponsorship - Banners

Benefit: prominent graphic placement throughout our site. Engage our readers as they peruse our exclusive articles, recipes, and blog entries.

Banner Sizes:

Leaderboard (728x90)

Skyscraper (160x600)

Medium Rectangle (300x250)

Specs: a .gif or .jpeg file of 50K or less

## Sponsored Article - Advertorial

Do you have an article to contribute to our website?

Articles written in “advertorial” format can be a very compelling way to tell your – or your product’s – story. Integrated into one of our Content Categories,\* your article will appear alongside our editorial content for up to 30 days. Include your bio, photo, product images and a link back to your website for full impact.

Specs:

Up to 500 words

Up to 3 images

1 link to your website

\*We are currently accepting sponsored articles for placement in the following categories: Organic Food/Recipes, Organic Living, Parenting, Organic Gardening, and Health.

## Traditional Advertising Bundles

Maximize you ad’s impact and your savings by combining various placements on our website and newsletter into a package.

### Sample Packages:

Article Packages
1 Dedicated Email Blast + 1 Sponsored Article for up to 30 days
1 Dedicated Email Blast + 2 Sponsored Articles for up to 30 days

Banner Packages – Newsletter
Leaderboard, Skyscraper, Footer
Leaderboard, Footer

Banner Packages - Website & Newsletter
Website & Newsletter Leaderboard
Website & Newsletter Skyscraper

### Custom Packages:

We are happy to design custom advertising packages, based on your creative assets and business requirements. Please contact to discuss your advertising needs.

Does your advertising team have a brilliant creative idea that you've been dying to implement? We are willing to work with you to make your ideas come alive. Please tell us what you want, we are willing to work with you!

## ADVERTISING TERMS

### **Creative Fee**

Creative assistance is available as needed. Should you need assistance, or should your creative not comply with our specifications and require edits, a Creative Fee will apply.

### **Payment Terms**

We require prepayment for one-time sponsorships, minimum website banner buys, custom packages, CPM banner buys and/or monthly campaigns.

### **Reporting**

Weekly reporting available for website sponsorships.

### **Contact**

For advertising inquiries, please contact [Advertising@OrganicAuthority.com](mailto:Advertising@OrganicAuthority.com)

### **Other**

All advertising rates must be confirmed through OrganicAuthority.com sales, as they are subject to change.

OrganicAuthority.com has final approval on all ad creative and content prior to going live.

We reserve the right to refuse advertising for any reason.

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