

OrganicAuthority.com Get Hip, Go Organic!

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.



OrganicAuthority's founder and editor, Laura Klein, is an organic chef and expert on green living.

Launching Soon: **Laura Klein's Green Club**

Laura Klein's Green Club is a membership site that helps members detoxify their homes. From the kitchen to the bathroom, from the pantry to the garden, Green Club members will receive step-by-step guides and tips that break down the often overwhelming process of “going green” into low-effort and low-budget steps.

Our flagship product is Laura Klein's **Green Car Cleaning Kit**, an eco-friendly waterless car wash kit. The kit is currently sold on our website and at Sam's Club Online. Retail price is \$52.11.

We offer 6 additional eco-friendly car wash products:

- Laura Klein's Green Car Carpet Spot Remover
- Laura Klein's Green Car Waterless Wash & Shine
- Laura Klein's Green Car Tire & Dashboard
- Laura Klein's Green Car Cleaner Degreaser
- Laura Klein's Green Car Glass & Mirror Cleaner
- Laura Klein's Green Car Wash & Wax Concentrate

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 everything organic: from baby food to bird feed to shampoos and cleaning products.

OrganicAuthority.com Demographics:

- 88% 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: Comcast.com, OrganicAuthority.com user survey (2008)

OrganicAuthority.com Website Stats*

- Over 25,000 unique visits per month
- 5,000 registered newsletter readers

* as of March 2009

Contact: Advertising@OrganicAuthority.com

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Sponsorship Opportunities

We are excited to promote our partners' product on our website, blog, and newsletter! Our ideal advertiser offers products or services that will help our members transition to a healthy, green, and sustainable lifestyle.

We offer a variety of sponsorship options to fit every budget and business model.

Please note: editorial approval is required for all advertisements.

Dedicated E-mail

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: \$250 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

Cost: \$150 per newsletter

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

Cost: \$100 per newsletter

Footer (800x90):

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

Cost: \$75 per newsletter

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

Leaderboard, Skyscraper, and Footer: \$250 (\$325 value)

Leaderboard and Footer: \$200 (\$250 value)

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

Cost: \$10 CPM with a minimum monthly buy of \$200.

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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

Cost: \$150 per month

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

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	Value	Your Price	You Save
1 Dedicated Email Blast + 1 Sponsored Article for up to 30 days	\$400	\$300	\$100
1 Dedicated Email Blast + 2 Sponsored Articles for up to 30 days	\$550	\$400	\$150

Banner Packages – Newsletter	Value	Your Price	You Save
Leaderboard, Skyscraper, Footer	\$325	\$250	\$75
Leaderboard, Footer	\$225	\$175	\$50

Banner Packages - Website & Newsletter	Value	Your Price	You Save
Website & Newsletter Leaderboard	\$350	\$300	\$50
Website & Newsletter Skyscraper	\$300	\$250	\$50

*Sample prices for website banners are based the \$200 monthly minimum commitment. Actual prices will be determined at the CPM rate of \$10

Custom Packages:

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

Advertising Rates and Prices

Please note, advertising rates are subject to change.

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 of \$100 will apply.

Payment Terms

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

Reporting

Weekly reporting available for website sponsorships.

Contact

For advertising inquiries, please contact Advertising@OrganicAuthority.com

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