



Digital Photography Blog

www.livingroom.org.au/photolog

Sponsorship

Fast Facts:

Blog since:

September, 2003

Page views:

900,000/month

(avg 30,000/day)

Visits:

450,000/month

(avg 15,000/day)

Average visit:

1.05 minutes

2 page views

Average daily posts:

3-7

two authors

Newsletter stats:

4300 subscribers

10-25 new per day

Newsletter frequency:

weekly or bi-weekly

Digital Photography Blog is one of the fastest growing Digital Photography websites on the internet. Since launching in September 2003, the site has built a substantial readership from around the Globe. Current site statistics show that the site is read by over **15,000 unique visitors per day** - each viewing just under two pages. This month (May 2005) we expect at least 900,000 page views.

95% of visitors are referred to the Digital Photography Blog from Search Engines such as **Google**. Most people arriving at the blog have searched for specific information and prices on Digital Cameras or accessories. Our readers are digital photography enthusiasts who are on the look out for the latest digital imaging products. We provide up to date information, reviews and data to help make buying decisions.

Digital Photography Blog rates highly on Google for hundreds of Digital Photography and Camera related search terms. We are **ranked number one** for many and are in the top ten for hundreds more. We work hard on optimizing our site for Search Engines to ensure that our partners messages are seen by as many people as possible.

Digital Photography Blog has over **2000 articles** in 30 categories, including reviews and posts on a wide variety of topics and digital cameras. New articles are posted daily as cameras are released. Grow with us by exposing your site on each of our pages.

Current advertising proves that a growing number of visitors are looking to (and do) purchase photography equipment through following advertisements from this site. In order to support our advertisers, all of our packages include an **advertorial bonus**. This will be an editorial post tied to the product within your advertisement.



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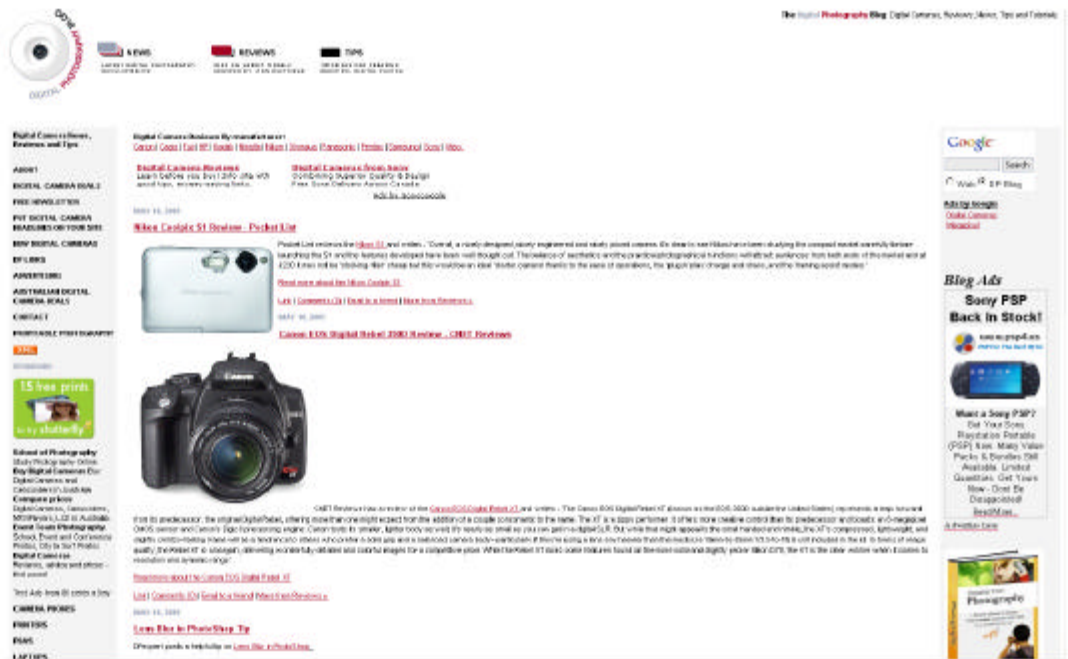
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A recent campaign run by Kodak was cited as one of the **best performing** banners of all those placed on websites/blogs during the campaign. This banner achieved a solid 0.5% CTR with high incidence of sale due to the preexisting interest established with blog content.

Digital Photography Blog offers a variety of sponsorship options.



Text ads - in left hand side bar. If purchased through Adbrite, text ads will be javascript. Private purchase will be plain text, thus increasing SEO.

Blog Ads - in the right hand column

728 x 90 Header Banner - header position receives the highest attention

Skyscraper ads - in the right hand column

Newsletter - sponsorship weekly via text ad. Restricted to one sponsor per edition - first come, first serve. Put your name in front of these loyal Digital Photography Blog readers on a weekly basis.

Banner advertisements are available in static, animated, or flash versions.



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Sponsorship packages available:

	2 weeks	1 month	3 months
Text ads	\$32	\$49	\$99
Blog ads	\$65	\$107	\$240
Header banner	\$1,800	\$3,500	\$9,450
Skyscraper	\$1,200	\$2,333	\$6,300
Newsletter	\$55	\$100	\$270

**Note, all prices are in USD*

Each 3 month purchase of the header banner, skyscraper, or newsletter comes with a **10% discount** built into the price.

Package A:

Buy three months with a header banner, 1 new ad per month, and receive a 10% discount and inclusion in the newsletter free.

Package B:

Buy two months skyscraper and receive 1 text ad free.

All products come with the **bonus** option of a featured advertorial on Digital Photography Blog.

Contact Us to arrange for a personalized quote on an advertising package tailored to suit your individual needs.

Our rates are reasonable and our service is personal.

Contact Information

Arianna Foley, Media Coordinator
arianna@blogginghelp.com
1-604-782-2417
Skype: arianna81

