



Advertising Rate Card Effective January 1, 2010

HOW STEPS MEDIA CAN HELP

Do-it-yourself (DIY) home owners searching for home improvement advice and information are a fast growing demographic on the web. These folks are going online to research products and receive information about how to fix, build and remodel their homes and properties. Many of these DIY'ers are ending up on our sites including: [Home Construction & Improvement](#) and [Today's Green Construction](#) (and soon on [Tool Box Buzz](#)) finding answers to their questions.

If you're looking to reach these DIY folks , advertising on our sites is a great opportunity for you. By consistently reaching out to our audience and maintaining a presence on our sites, you will gain the familiarity and trust of our readers. You also stand to benefit from the strong word of mouth advertising that comes from reaching the DIY'ers and house bloggers that are connected online.

We currently offer advertising on [Home Construction & Improvement](#) and [Today's Green Construction](#). The Home Construction & Improvement site receives more than 70,000 unique visitors and more than 110,000 page views each month with traffic continuing to increase over time. 70% of the traffic on our sites is organic search traffic related to home improvement topics. Currently the sites have Google Page Ranks of 3 and Alexa Rankings of 94,400 (HCI) and 385,000 (TGC).

TYPES OF ADVERTISING

Front Steps Media offers most standard size banner ads, text links, sponsored articles and product reviews. The following information describes some of the basic options that we offer. We are extremely flexible and able to accommodate most requests if there is a different advertising option that's a better fit.

Product Reviews

Another popular advertising option is supplying products for us to keep and try. In return we will write a product review that gets posted on the site. The product review will include photos and links back to the manufacturers site. If you're interested in a product review or sponsoring a home improvement project please email us for more details and examples.

Sponsored Articles

Sponsored posts are in ultimately the same as a press release. If you're looking to create buzz about a new product we can help by published a sponsored article. We offer two options depending on whether you create the content or hire us to generate it.

Rate: \$75 per link occurrence (advertiser supplies content, content must be original).

Rate: \$150 per link occurrence (Front Steps Media generates the content).

Multi-article discounts available. Does not necessarily show up on home page, this is negotiable.

All articles are subject to editorial review. Article URL stays active as long as we own the site.

Banner and Text Link Ads

We offer a wide range of banner ad sizes and text link advertising options. The following table provides some of our more popular options. Please contact us for additional options.

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Home Construction & Improvement



728x90 Banner Ad

Rate: \$600/mo.
(\$6/eCPM also avail)
Top Right in header section.
728x90 Graphic Ad Specs: under 20K.

300x250 Banner Ad

Rate: \$400/mo. (\$5/eCPM also avail)
Top right sidebar.
300x250 Graphic Ad Specs: under 20K.

468x60 Banner Ad

Rate: \$175/mo.
Left Side of Header
468x60 Graphic Ad Specs: under 20K.

125x125 Banner Ad

Rate: \$75/mo.
Right Sidebar.
125x125 Graphic Ad Specs: under 8K.

Text Link Ad

Rate: \$40/mo.
Right Sidebar & Footer
Text Link Ad Specs: 25 characters max,
spaces included.

Today's Green Construction



728x90 Banner Ad

Rate: \$300/mo.
(\$4/eCPM also avail)
Top Right in header section.
728x90 Graphic Ad Specs: under 20K.

300x250 Banner Ad

Rate: \$200/mo. (\$3/eCPM also avail)
Top right sidebar.
300x250 Graphic Ad Specs: under 20K.

468x60 Banner Ad

Rate: \$100/mo.
Header
468x60 Graphic Ad Specs: under 20K.

125x125 Banner Ad

Rate: \$50/mo.
Right Sidebar.
125x125 Graphic Ad Specs: under 8K.

Text Link Ad

Rate: \$30/mo.
Right Sidebar
Text Link Ad Specs: 25 characters max,
spaces included.



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IMPORTANT INFORMATION:

- Ads are only accepted from websites that are directly related to the interests of our audience of home improvement, construction, landscaping and interior design.
- Ad rates and availability are subject to change.
- All ads must be visually appealing and are subject to editorial review.
- No overuse of caps and no over use of specials characters (!*@, etc.) will be accepted.
- We reserve the right to refuse any advertising or ad campaign at our discretion with out explanation.
- Ad rates are based on pre-payment. As such, all advertising must be paid in full, in advance of any ad run. All banner ads and text link ads are a minimum run of 6 months.
- Due to the nature of advertising, we can not provide guarantees on results nor do we provide refunds. All sales are final. Changes to ads at a later day may be done for an additional charge.
- Payment is accepted by PayPal, or by check. Ads purchased by check will not begin their run until the check has been received and cleared.

Please contact Todd Fratzel via email for more information. **todd@frontstepsmedia.com**

All payments can shall be made to:

Front Steps Media, LLC
20 River View Road
Newport, NH 03773

PayPal ID = todd@frontstepsmedia.com