



www.SafeBlogShopper.com

Media Kit

**For Members and Non-members of
Blogshop Network**

Prices quoted are in Singapore Dollars and is valid until October 2010
Updated as of 14 April 2010

SafeBlogShopper.com has been in operations for a year to help online shoppers with their aggravation needs from online shopping. We increase the shopping confidence of shoppers and identify the safest and serious business owners by updating our findings and contents regularly.

Readers of SafeBlogShopper.com

They are mostly online shoppers aged 17 to 34 years old and have made at least an online purchase before. They are active in local forums and are extremely interested to learn about any updated news related to online shopping.

Profile of Readers

Age	%
13 - 17	13%
18 - 24	40%
25 - 34	41%
35 - 44	6%

Gender	%
Female	60%
Male	40%

Marketing Strategies

Monthly gifts and contests are held to maintain an interactive community and we generate contents regularly to keep our shoppers coming back for more. Regular email newsletters are sent to our members. Active forum postings and Facebook Fan page stimulate more interested parties to read on our site.

We used Search Engine Optimization (SEO) and inbound links to increase our web presence. Marketing Strategies are revised carefully and constantly to maintain our exposure.

Advertising Benefits

(Statistics continue to grow and is updated every month)

- **Well - Targeted Online Shopping Audience – They have at least made an online purchase before!**
- **Over 2,000 visitors and 7,000 page views per month**
- **Average 3.43 page views per visitor meaning your ad may get read up to 4 times!**
- **Every visitor spent 4.31 minute on our site meaning your ad gets to expose for that long!**
- **Reach your Audience 24/7**
- **Flexible Advertising Budget with Daily Rate***
- **Downtime and Maintenance Rebates – Should our server undergoes major downtime and maintenance, your advertising period will be extended relatively for FREE!**

Advertisement Placements

Top Banner
468 x 60

Scrolling Banner
585 x 200

Top Banner (Premium Ad)

One of our most popular and attractive space we have. Situated on top with well written catchy lime, graphics or animations, it certainly highlights your product without fail!

Scrolling Banner (Exclusive Ad)

You can appear in our main screen with huge presence and brand image with our scrolling banners. Have a bigger space to play with your ad. Clicks will bring your visitors to your exclusive post of your Blogshop. (Only for members)

SideBar Small Square Banner (Eye Catchy Ad)

At the eye-level position when enter into the main page. With an appropriate furnish of attractive graphics, it will be a huge draw.

Text Banner (Economic Ad)

Provides a link to your blogshop with maximum of 45 characters (includes spacing, punctuation marks) at the most affordable price.

SideBar Square Banner (Customizable Ad)

Strategic level with the most popular category. Fully customizable size by combining any 2 squares. Maximum size is 300 x 250.

Note that this insertion chart only illustrates the location of ad placement but does not show the actual size of the ad. Visit www.safeblogshopper.com for the actual view.

All ad placements are subjected to availability.

SideBar
(Small)
Square
Banner
125 x 125

SideBar
(Small)
Square
Banner
125 x 125

SideBar
(Small)
Square
Banner
125 x 125

SideBar
(Small)
Square
Banner
125 x 125

Text Banner
(45 characters)

SideBar Square
Banner
(customizable)

Combine any 4
small squares
vertically or
horizontally.

Advertising Rates

All prices are quoted in Singapore Dollars

Ad Placements	Member Price (\$) per day	Non-Member Price (\$) per day
Top Banner	1.85	2.75
Scrolling Banner	1.35	-
SideBar (Small) Square Banner	0.85	1.35
Text Banner	0.25	0.75
SideBar Square Banner (Customizable, minimum 2 squares)	0.45 per square	0.95 per square

Special Placement



Single Post Banner (Recurring Ad)

Situated between a post and the comments section. Maximum exposure as it appears on each and every single page. Maximise it wisely with attractive graphics to boost your clicks.

Note that this insertion chart only illustrates the ad placement but does not show the actual size of the ad. Visit www.SafeBlogShopper.com to view the actual size.

All ad placements are subjected to availability.

Special Ad Placement	Member Price (\$) per day	Non-Member Price (\$) per day
Single Post Banner	0.65	1.15

*Daily Rates are available for Members only.

Non - Members will require to fulfill minimum of 15 days.

To advertise with us, simply email
Your Name, Contact Number, Email

to

advertise@safelogshopper.com

We will contact you for more details.



SafeBlogShopper.com
enhances your online shopping experience

WWW.SAFEBLOGSHOPPER.COM