

2014 Advertising Kit

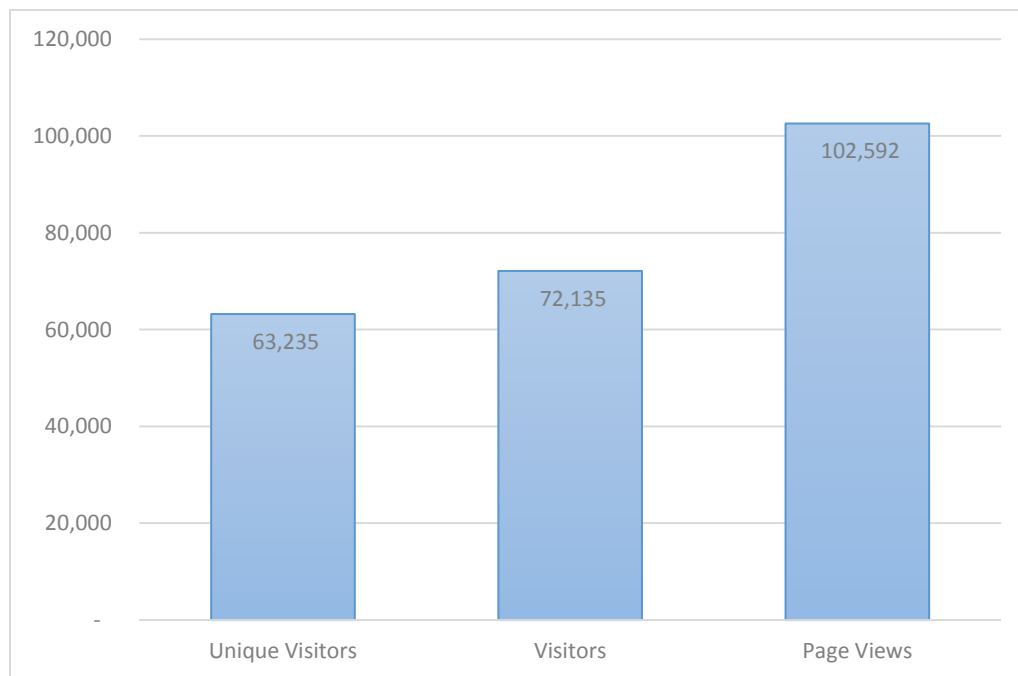
Summary

Cooking in College, by Declan & Erica is one of the most popular college cooking blogs on the web. D&E's (Declan and Erica) continual commitment to the health and well-being of other college students has resulted in loyal readership and authentic content. Becoming a blog advertiser provides you with the opportunity for you to reach a targeted audience who are highly engaged and responsive.

To discuss your advertising needs, please email us at advertise@cooking-in-college.com.

Site Traffic

These are the traffic statistics for the months of November 2013 – January 2014 as reported by Google Analytics.



Social Media

The top social media sites *Cooking in College* currently is present on (as of Feb 14, 2014):

- Pinterest – 1,618 followers
- Facebook – 348 followers
- Twitter – 380 followers
- Email Subscriptions - 117

Pricing

Below is a chart with the current cost per day to run an ad campaign on *Cooking in College* (prices subject to change every third month of the year - January, April, July, October):

Description	Size (in pixels)	1 to 7 Days	8 to 14 Days	15 to 21 Days	22 to 28 Days	29 to 90 Days
Bottom of Post Ad	336x280	\$2.65	\$2.55	\$2.45	\$2.35	\$2.25
Right Side Tall Ad	300x600	\$2.05	\$1.95	\$1.85	\$1.75	\$1.65
Right Side ATF Ad	300x250	\$1.70	\$1.60	\$1.50	\$1.40	\$1.30
Right Side BTF Ad	300x250	\$1.65	\$1.55	\$1.45	\$1.35	\$1.25

ATF = Above the fold, BTF = Below the fold

Location descriptions:

- **Bottom of Post Ad** – located right after the content of a blog post ends (typically the recipe card) and before the comments begin
- **Right Side Tall Ad** – located below the “Search Cooking in College” box on the right hand side, always visible when a page is first loaded
- **Right Side ATF Ad** – located below the “Search Cooking in College” box on the right hand side, always visible when a page is first loaded
- **Right Side BTF Ad** – located below the “Follow us on Twitter” box on the right hand side, only visible when viewer scrolls down a page

The advertiser is free to request a customized ad size and location than what is listed above. However, prices are subject to negotiation.

Guidelines and Policies

All ad campaigns are run by Google AdSense. Below are all the steps from start to finish, please provide a minimum two week lead time before the start of the campaign:

1. Advertiser selects ad type, location and duration of the campaign and contacts advertise@cooking-in-college.com with request.
2. D&E creates a new campaign in their AdSense account, and sends the campaign agreement to the advertiser.
3. The advertiser uploads the ad and the destination URL and then purchases the campaign via Google Wallet.
4. D&E reviews and approves the ad and the URL to which the ad links.
5. Google reviews and approves the ad and the URL to which the ad links.
6. When the start date is reached, Google starts serving the campaign.
7. On the first day of the campaign, Google deducts the appropriate funds from the advertiser’s account, and then makes the first payment to D&E on the 21st of the subsequent month.
8. On the first day of the month of each subsequent month that the campaign runs, Google deducts the appropriate funds from the advertiser’s account, and then makes a payment to D&E on the 21st of the following month.
9. After the last day of the campaign, Google reverts D&E’s ad unit back to showing regular AdSense ads again