



Advertisement Price Sheet

Image ads*

6+ month block purchase offer: reduce price by \$15/month

180 x 434 px, \$100 per month [[example](#)]

158 x 316 px, \$60 per month [[example](#)]

156 x 156 px, \$40 per month [[example](#)]

Widget image ads

6+ month block purchase offer: reduce price by \$20/month

180 x 434 px, \$120 per month [[example](#)]

158 x 316 px, \$80 per month

156 x 156 px, \$60 per month

Text ads (per link)

6+ month block purchase offer: reduce price by \$5/month

Single link: \$25 per month

Double link: \$35 per month

Triple link: \$45 per month

Sponsored content

6+ month block purchase offer: reduce price by \$5/month

Sponsored content involves one post dedicated entirely to your product/website. Each sponsored post is guaranteed to include two links (one to the main buying page, one to a spotlighted product), though may include more if the editor sees product that they enjoy.

Sponsored content allows a more concentrated brand spotlight, and allows for a longer term reader view to your products and storefront. There is also a higher rate of click through to the buying environment, both which typically lead to sales. Packages may be purchased for single, double and triple postings, all of which must be published within 30 days to acquire discount.

Single post: \$120
Double post: \$200
Triple post: \$250

Contest promotions

Multi month block purchase offer: reduce price by \$100/month*

Multi month promotion requires 2 or more months of consecutive 2 or 3 week timeline purchases. Ex, Shopbop is running a gift code giveaway from April to August 2011. Months must be one after the other.

Contest promotions include *consistent* Twitter and Facebook support, a dedicated large image link [[example](#)] and a unique contest flyer [[example](#)]. Purchase of promotion package requires providing an item or gift code to the contest winner.

Pricing for promotions is calculated by the high rate of repeat brand exposure to a targeted buying audience, which includes nearly 3,000 Twitter followers and nearly 500 Facebook fans in addition to average audience of over 1,000 visitors pre day on the demiCouture blog.

Contests may suggest following your brand on Facebook and Twitter, and will provide link as such to your social media profiles, link to your website home page and product pages as examples of product options.

Timelines and rates:

1 week: \$200
2 weeks: \$300
3 weeks: \$400

Questions, concerns and more detailed quotes can be attained by contacting Victoria@demiCouture.ca or calling 1-778-986-7874