

Blog Name
Tag Line

Media Kit

Name
Email address
Phone number
Twitter
Skype

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Overview

Summary: *Introduce yourself and your blog. Whatever your strengths are – your traffic, your experience, your social media footprint – summarize and play them up here. Don't lie! But don't be afraid to state why companies should consider advertising on your blog.*

Benefits to Companies and Advertisers:

- *List 3-5 bullet points to show marketers the benefits of advertising on your blog.*
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Focus: *What is the focus of your blog? What is your tagline?*

Content: *What type of content do you post? Is it a diary or an informational blog? Do you post podcasts or videos? Do you have polls? Is your blog strictly a product review blog? What do you readers come to your blog to find?*

Press: *What press, if any, has your blog received? Have you been quoted on other sites or asked to guest post? Do you have any media appearances or have you been quoted in any local or national publications?*

Audience

Metrics:

Remember, you should always, always be honest. Do not inflate your numbers or lie. It will not benefit you in the long run, and you may ruin your reputation.

Unique Visitors (per month): _____

Page Views (per month): _____

Average Time on Site: _____

Feed Subscribers: _____

Alexa Ranking: _____

Technorati Ranking: _____

Google Page Rank: _____

Demographics:

If you don't yet have site demographics on your visitors and readers, consider posting a poll using Poll Daddy or another polling site and offer a giveaway in exchange for your readers' time.

Age: _____

Income: _____

Marital Status: _____

Children: _____

Educational Background: _____

Employment: _____

Social Media Footprint

Marketers today realize that the power of a blogger comes not only from their number of blog readers and visitors but also from their social media footprint as a whole. While this information may not make a difference for those who are simply looking to purchase an ad, there are plenty of marketers and PR reps who will find it interesting and useful.

Twitter: *How many followers do you have? How do you use Twitter? What kind of responses do you get? Do you use Twitter in any way that is considered unique that might be interesting to marketers?*

Facebook: *How do you use Facebook? Do you have a fan page for your blog? Do you post giveaways and reviews on your Facebook as well? How many friends do you have?*

StumbleUpon: *Consider describing your use of other social bookmarking sites if you're an active user and your use of them benefits the marketers who come to you for reviews and giveaways.*

Delicious:

Digg:

Other:

Ad Formats/Pricing

[This site](#) offers a list of standard internet ad sizes set by the Interactive Advertising Bureau (IAB). Please note that the four most commonly offered sizes as part of the Universal Ad Package are: 300x250px, 180x150px, 728x90px and 160x600px. Advertisers are most likely to have ad units ready for these sizes.

Pricing:

A chart is often the easiest way to layout prices and formats for ad units:

| Size | 125x125 | 300x250 | 180x150 | 728x90 | 160x600 | text link in post footer |
|--------------|---------|---------|---------|--------|---------|--------------------------|
| Monthly Rate | | | | | | |

Payments:

Be sure to specify how payment should be made, whether to a PayPal account or via check and money order.

Discounts:

If you offer a discount for multiple ad units, for advanced payments for multiple months or for certain advertisers, be sure to include that information here as well.

Ad Policy

Remember, this is your blog, and you have the right to set policies about the content and quality of the ads on your site. Here are a few sample policies to consider:

- No refunds on ads.
- I reserve the right to refuse any ad based on content of the ad or the product or site being promoted.
- All ads must reflect the values of Blog Name.
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Review/Giveaway Policy

Do you do product reviews or giveaways? Laying out your policies for marketers to review saves you time and effort when communicating with companies and PR representatives. Here are a few sample policies to consider:

- Product reviews will only be done when a sample is provided.
- Product reviews will only be done when a second product is available to giveaway to my readers.
- Samples will not be returned.
- Negative reviews will/will not be posted.
- All products will be reviewed -or- I do not guarantee that I will post a review for all products received.
- I charge for product reviews. Please email me for rates and policies.
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