

blogads

media kit

Affordable, content-rich ad units for
opinion makers in the blogosphere



why blogads

3,500+ blogs, 50+ topics,

2 billion+

impressions per month

We **pioneered** blog advertising in September, 2002. Since then, we've helped thousands of advertisers thrash their competition by engaging social media influencers through **effective, affordable, social creative**. Independent, personality-driven blogs are the building blocks of our business. We offer a **do-it-yourself** web application to help you find the perfect blogs, create a campaign, schedule, pay and track results. With the **right blogs** and the **right ad creative**, you can ignite passionate audiences into explosive conversations about your brand that still smolder and **incite action long after your campaign has ended**.



why blog advertising works best

the players



Advertiser



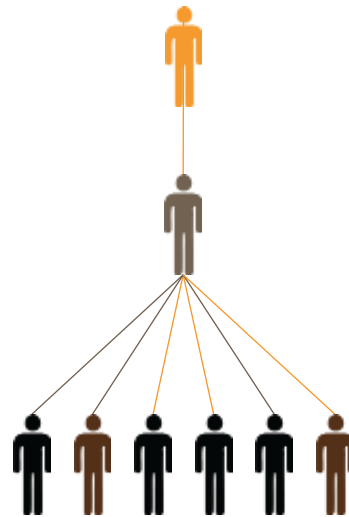
Publisher



Active Crowd



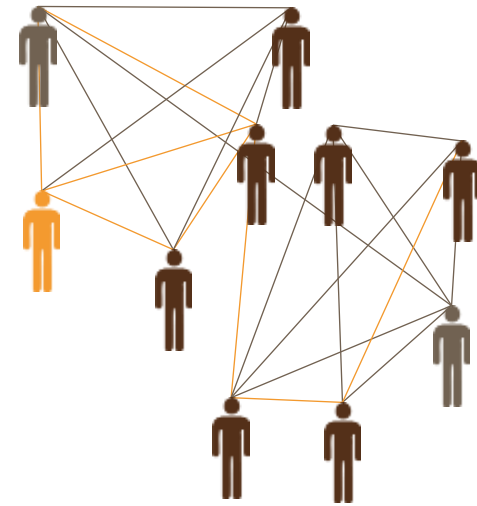
Passive Crowd



traditional advertising

i.e. shouting at sluggish masses

In **traditional, hierarchical media** such as television, newspapers and radio, communication only **flows in one direction** – from the top down. As a result, their **crowds are ambivalent**, passively receiving information from the agenda setters **without desire to act** on it. No surprise, that when advertisers try to motivate those crowds to buy, their encouragement falls on **deaf ears**.



blogads advertising

i.e. joining energized communities

Blogs, however, feature **multidirectional communication**. Publishers may pick the topic, but the **passionate debate** around those topics that sustain these communities. The nature of the medium cultivates an **active crowd**. When you advertise on a blog, you join the debate as an equal member. How do you speak to your new group of **intelligent, highly-motivated, deeply-convicted** peers? We have an idea.



Our 3,500+ blogs include:

DAILY KOS *Wonkette*

serious eats

Welcome To PEREZHILTON.COM
Celebrity Juice, Not from Concentrate

BARSTOOL SPORTS™

inhabitat

dlisted

lamebook™
the funniest and lamest of facebook™

BC
*blogcritics



Urban Design, Culture, Travel
WebUrbanist
Architecture and Alternative Art

OHLALA MAG

MyJewishLearning

CakeCentral
www.cakecentral.com

Tom & Lorenzo
Fabulous & Opinionated

GO FUG YOURSELF

Modern Home
Modern Baby

DEMOCRATIC UNDERGROUND.COM



the simple dollar

digital inspiration
tech à la carte



ScienceBlog
science news straight from the source

FrumForum

TRUE BLOOD NET

NOTES FROM THE OUTERNET



regretsy™

Trailer Addict
Your Daily Dose of Hi-Res Movie Trailers

delicious days
I EAT MERELY TO PUT FOOD OUT OF MY MIND.

AlterNet
www.alternet.org

THE Y: F

SmartMOMPicks
the best for you and your baby

Mama Lisa's World Blog



largehearted boy

THE RAW STORY

blogads
blogads

buzz influencers with our **blog hives**



With over a hundred and fifty blogs and several million page views every day, if you want your ads to reach the influential people who **forge the national progressive zeitgeist**, this is the network for you, bar none.



This hive allows you to advertise straight to the core of the **conservative movement** — whether you're looking to target DC opinion-makers, or passionate conservatives rallying from across the country.



From Bronx to Brooklyn, from the local pizza shop to the 100-story skyscraper, the New York Hive **hits New Yorkers** in every corner of their technological, and social, lives.



The music hive is America's premier music blog network. With over 80 sites and 10 million monthly impressions, the Music Hive has the readership you need to get the word out, and the focus to target in on an **avid music audience**.



buzz influencers with our **blog hives**



Welcome book publishers and authors! You have come to the right place to **connect with avid readers!** This Hive includes a well-rounded set of opinion-makers, who speak to a diverse audience of influencers with a passion for reading.



Connect with an audience of **travelers, vacationers, and business-trip goers**, by advertising on some of the best independent travel blogs, conveniently brought together under one umbrella.



The Gossip Blogads Network taps into Hollywood and New York celebrity and entertainment headlines, personalities, scandals and industry buzz. It's the smartest way to reach over 2.5 million **trend-setting and buzz-generating readers** every week.



Our **most tech-savvy readership** congregates on the sites in this hive. You can find anyone from IT professionals, to trendsetting consumer gadget lovers. Either way, you win.



buzz influencers with our **blog hives**



With over 130 members, and 11 million monthly impressions, the Environment and Sustainability hive has the readership you need to get the word out, and the focus to target in on an **avidly green** audience.



Connect with an audience of **travelers, vacationers, and business-trip goers**, by advertising on some of the best independent travel blogs, conveniently brought together under one umbrella.



Reach millions of **savvy moms & dads** weekly with the Baby & Parenting BlogAds Network, with over 85 sites to choose from. Surveyed readers of parenting blogs are mostly female 31+, highly educated, and love to shop!



The Gay blogads hive is a rallying point for **LGBT activists** from across the country. The sites in this hive work hard and play hard, as impactful LGBT news and views are discussed and dissected alongside anything entertainment.






ad unit offerings

the blogad

DC OLYMPIC PARTY TONIGHT!!!



> **DC Launch Party tonight!!!**

A DC Olympic team? With your help, it could happen.

We're curling for democracy.

Because 200 years without a vote in Congress -- is 200 years too long.

> **Take action**

> **Meet Mike "Ice Man" Panetta and the team.**

> **See us in the Post and Salon**

[Read more...](#)

A Fish for a College Mascot?



Salmon pride! Stand up for your education!

<http://bit.ly/e4r5d8>

[Tweet this!](#)

[Read more...](#)

"I love using the Blogad combination of image and link-filled text. Blogs are filled with opinion, news, debate, links, humor, passion, information, factoids, personality – compared to all this, traditional IAB units are way too limiting for blog advertising."

– Beth Kirsch, Audible.com

This is how you reach them. No, not reach them – give them something they'll **talk about**. Our ad units resemble blog posts and are customized to each blog's theme. Engineered to induce conversation, our blog advertisements **outperform other ad units** in social media.

The simple image attracts eyes and piques curiosity. The blog-like text inspires thinking and discussion. Multiple unique text hyperlinks increase the click-through rate. There's beauty – and **return** – in the simplicity of **Blogads**.



We Can Solve It

REPOWER AMERICA WITH 100% CLEAN ELECTRICITY WITHIN 10 YEARS.

we

ACT NOW»

We can strengthen our economy, lower fuel costs, and help solve the climate crisis by switching to free energy sources like the wind and sun. Join We today and join millions of people who are standing up for solutions. Read more...

Hi-Rise

We're looking for a powerful idea.

CAN YOUR IDEA POWER A CITY BLOCK?

RE:VOLT

Enter Re:Volt today. You could win \$2000. But more importantly, you could fuel the next generation of thinking about power. Read more...

Standard

THE SHADOW INCIDENT

THE SHADOW INCIDENT

Xlibris

A gripping tale of the travelers from planet Anonymous who try to help the Earth solve its problems. Read more...

Mini

ad specs

hi-rise

Dimensions: 160px by 600px

File size: 35kb jpeg/gif or 70kb flash/video (YouTube or Vimeo)

Body Text: 300 characters

standard

Dimensions: 160px by 300px

File size: 16kb jpeg/gif or 32kb flash/video (YouTube or Vimeo)

Body Text: 300 characters

mini

Dimensions: 160px by 100px

File size: 5kb jpeg/gif or 10kb flash/video (YouTube or Vimeo)

Body Text: 100 characters

all ad units

Immediately adjacent to the blog's content to create a firm association between the writing readers come to read and your message.

Headline: 32 characters

Share of Voice: 100%, rotating in a column

Schedule: 1 week to 3 months

Cost: time-based, flat fee set by bloggers

Effective CPM: \$0.06 to \$5.00

Sharing: Twitter "Tweet This" button



banner ads

Great for **big-hit, high visibility** messaging, these banner units can be **geotargeted** on certain blogs. SOV from 10% to 100%.

leaderboard

Dimensions: 728px by 90px
File Size: 40kb jpeg/gif or flash
IAB Standard Ad Unit

rectangle

Dimensions: 300px by 250px
File Size: 40kb jpeg/gif or flash
IAB Standard Ad Unit

square button

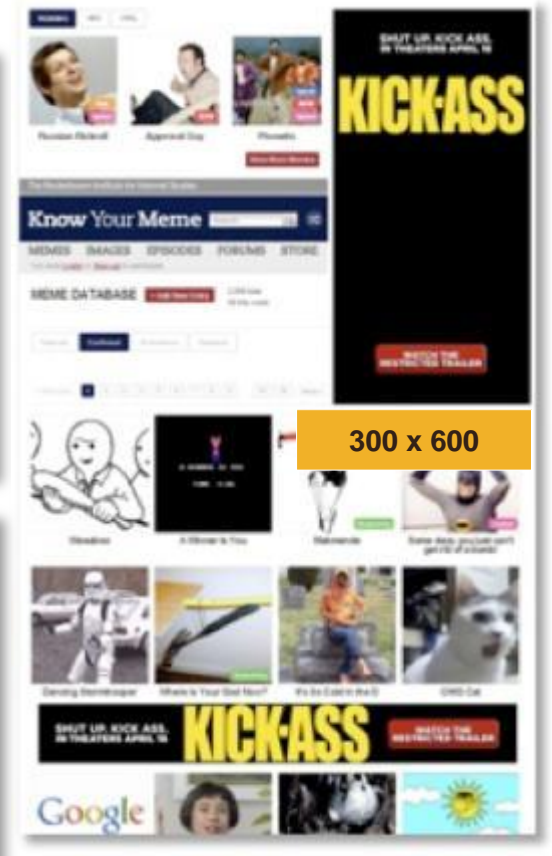
Dimensions: 125px by 125px
File Size: 30kb jpeg/gif or flash
IAB Standard Ad Unit

half page

Dimensions: 300px by 600px
File Size: 40kb jpeg/gif or flash
IAB Standard Ad Unit

marquee

Dimensions: 728px by 290px
File Size: 40kb jpeg/gif or flash



adverposts

The **adverpost** is designed to look like a blog post and offers a **large picture** with plenty of text to insert **clickable links**. These ads are generally 2nd post, fixed-placement, and may include a **video** or **widget**.

File types: 40kb jpg/gif/flash/video

SOV: 10% to 100%

Classic Adverpost: 200x400 + 500 characters of text

Large Adverpost: 400x400 + 1,000 characters of text

Cost: time-based, flat fee set by bloggers

The image shows a screenshot of the 'Wonkette' website. At the top, there are navigation links for 'TIPS', 'TWITTER', 'RSS', 'FACEBOOK', 'STORE', and 'WONKABOUT', along with a search bar and the date 'OCTOBER 14, 2010'. The main header features the 'Wonkette' logo. Below it, a featured article titled 'Biden Clumsily Announces He and Obama Are Running For Re-Election' by Jack Stuef is displayed. To the right, there are several smaller articles and widgets, including a 'TEA PARTY' banner with the slogan 'AMERICA LOVES TEA!' and a pair of glasses icon, and a 'New Axiom: As Nancy Pelosi Votes, So Does John Boehner' article. A yellow box highlights a sponsored post for 'NATHAN SPEWMAN - The (Mis)Informant', which includes a photo of a man in a yellow shirt and a video player. The sponsored post text reads: 'Did you know that Obama has counterfeit Birth Certificates from France and Iran? You will as soon as I finish my masterful campaign of misinformation for my corporate bosses. I'm Nathan Spewman, and I am paid to get you to believe whatever corporations want. Some groups might try to stop me, but they don't have millions of dollars. Oh, I also know how to use new media to pull the wool over your eyes. Want to join me? Call 206-438-3964. Read more...'. A yellow box with the text '400 x 400' is positioned below the sponsored post. At the bottom of the page, there is a 'TIPS@WONKETTE.COM HOTLINE' section with a 'SEND' button and a list of user avatars and names.

400 x 400



custom units

site skins

If you can imagine it, we can build it. From skins to advertorials to never-before-seen social media units, our designers and developers can craft tactics that make campaigns.

Site skins allow for the kind bold placements that are perfect for major branding campaigns.

Engage and entertain readers with **interactive widgets** – built to your campaign's custom specs.

A high-impact content integration, **adverposts** may include video or widgets and run in a fixed position as the second post.

Tap into a **blog's twitter community!** Build ads with reader-generated creative that you moderate.



sponsored tweets



widgets



blogads blogads blogads

DEMAND ACCOUNTABILITY NOW

★★★★ [REDACTED]
 ★★★★★ [REDACTED]
 ★★★★★ accountability [REDACTED]
 ★★★★★ [REDACTED]
 [REDACTED] for [REDACTED]
 [REDACTED] torture [REDACTED]

ACLU
www.aclu.org/accountability

- Only Accountability Can Repair the Damage Done
- To See With One's Own Eyes
- Accountability for Torture
- Tortured
- If Torture Then Evil Meaning

Learn More

Read more...

live link ad

Dimensions: 160px by 200px

File size: 16kb jpeg/gif or 32kb flash/video

Body Text: 5-7 tweets or blog headlines

SOV: 100%

This ad unit streams tweets from Twitter accounts and blog posts from advertisers' XML or RSS feeds. Updates hourly in real time for heightened reader engagement.

ACLU BLOG OF RIGHTS
 BECAUSE FREEDOM CAN'T BLOG ITSELF

Support the ACLU!

Just How Private Are Your Private Medical Records?
 Some Priorities for Obama's New Violence Against Women Advice

July 21, 2009

Only Accountability Can Repair the Damage Done

In his inaugural address, President Obama said: "As for our common defense, we reject as false the choice between our safety and our ideals." This echoed a statement Ben Franklin made in 1759: "Those who would give up essential liberty to purchase a little temporary safety deserve neither liberty nor safety." As we continue to call for accountability for torture, we must remind the President that what was true in 1759 must still hold true today: if we abandon this nation's adherence to the rule of law, we're abandoning our core values.

Our Accountability for Torture Blog Forum ended yesterday with a focus on detainees who were tortured to death while in U.S. custody. More bloggers picked up on the general issue of accountability.

Jeffery S. Rosen at *ForeignPolicy* about the use of drugs in interrogations on prisoners in the current Army Field Manual - the same one President Obama has held as the standard for interrogation procedures:

RECENT ENTRIES

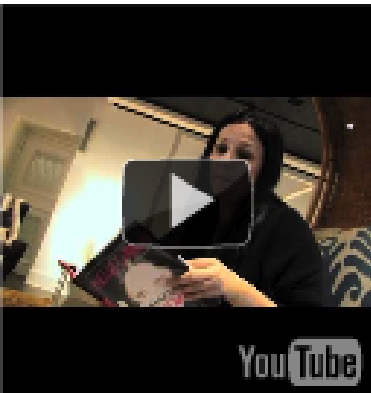
- Time to Practice What We Preach
- President Obama: The Whole World is Watching
- What Do Vaccines and the Military Commission Have in Common?
- 25 Percent Would If They Could
- ACLU Seeks to End Bible Oath-taking at Virginia Jail
- Selected To Die? Because Of Where You Live: The Death Penalty's Geographic Bias
- Faith and Conservative Values in Opposition to the Death Penalty
- The Potency of Affirmative Action
- Ala Sena In Book End

"The Blogad tactic that kicks ass for us is the RSS ad. We generally get three times the click-rate. For one candidate, our supporters were using the ads to get news about the campaign. We even got complaints when the ads stopped running!"

— Kari Chisholm, President Mandate Media



NORMAL GETS YOU NOWHERE




YouTube

▶ 🔊

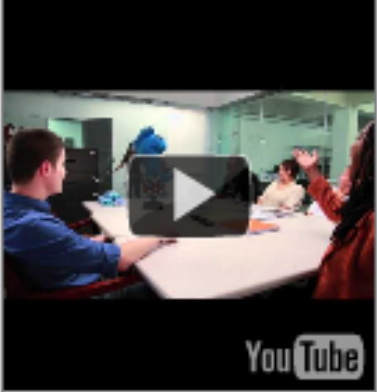
Kelly Cutrone, *New York Times* bestselling author of *If You Have to Cry, Go Outside*, is back with another no-holds-barred book to awaken our souls and kick our asses:

NORMAL GETS YOU NOWHERE.

 Tweet this!

[Read more...](#)


Go Fighting Salmon!



YouTube

▶ 🔊

Now that private sector colleges have **#FightingSalmon**, will Washington take us seriously? <http://bit.ly/e4r5d8>

 Tweet this!

[Read more...](#)

video ad

Dimensions: 160px by 200px

In-unit playability allows readers to watch your video content without being directed away from your messaging. Just provide your YouTube or Vimeo link instead of an image file.

"Video promotes more engaging ad content... it has a 5x to 6x higher yield than display advertising."

-- Josh Wepman, GCA Savvian VP

APSCU pushed its viral **Fighting Salmon** video with video ads across the Liberal Blogads Network.

9MM impressions
3240 video plays
957 clicks



Obama for America 2012

THE
2012
CAMPAIGN



JOIN US

PAID FOR BY OBAMA FOR AMERICA

Together, we've achieved a lot over the last two years. But we know there's a lot more to do.

[President Obama just launched his 2012 campaign](#), and grassroots support will be more crucial than ever.

[Will you join us in the fight for a better America at the new BarackObama.com?](#)



Tweet to share

[Read more...](#)

tweetable ad

Dimensions: 160x100, 160x200, 160x600, Classic and Large Adverposts

In-unit share button allows readers to share your message on Twitter. Enter 120 characters of your choice for easy re-tweeting.

There are over **106 million** accounts on Twitter. The number of Twitter users increases by **300,000** every day and receives over **3 billion** requests, generated by more than **180 million** unique visitors.

Obama for America announced its 2012 reelection campaign with Tweetable Ads across the liberal blogads network.

Stats

- 150-300 tweets
- 2,500-5,000 clicks
- 5,000,000-10,000,000 impressions

President Obama is in for 2012. Are you? <http://ofa.bo/ba2012> #obama2012



comprehensive **campaign** strategizing

Blogads transforms your client's unique strengths and objectives into revolutionary online executions, including custom widgets, social media inclusions, and built-to-suit ad units. Our intimate knowledge of blogs grants us the foresight and insight to help you conceive, plan, and execute memorable campaigns.

the process

- Our dedicated project manager guides your campaign from start to finish.
- Hold kick-off meetings, frame and direct the project, and establish success metrics.
- Our time-tested methods ensure no assumption is unarticulated, no deliverable forgotten.
- Regular status meetings and updates ensure your project stays on track and desired results are achieved.





campaign management

tips on blogad creative

less polish means more clicks

good blogads...


- offer multiple links affixed to interesting words.
- feature a compelling, human image.
- look handmade, DIY style.
- create tension and maintain it on clickthrough.



bad blogads...

- supply no links.
- carry predictable, artificial images.
- appear glossy, slick and overproduced.
- tell the whole story, including the ending.

How Do You Get to Antarctica?



"We don't know when we're gonna get there, if we can **broadcast live**, or when we're gonna get back. The record number of **Antarctica Boomerangs** is 7 for a single flight. "

Will **Ann Curry** ever make it to Antarctica? Who knows? At least it will be interesting to watch her try.

[Read more...](#)

VACATION IN LUXURY



Work YOUR Business While Traveling the World.

You can start your own business today and enjoy 4&5 star resorts as a bonus.

Check into the details TODAY!

[Read more...](#)



ad versioning


These ads for NBC Dateline show how tiny changes in your creative can vastly impact reader response.

Our versions page allows you to rotate different ads through a single campaign. Create as many iterations as you like, set share of voice and choose flight days within your campaign. Think of it as a content management system for your creative.

There's no longer any need to guess what hits your target. You can adapt your strategy on the fly and maximize clicks.

.05% CTR

danger online



TO CATCH A PREDATOR

Millions of our kids are online, but how do you keep them out of danger?

To Catch A Predator
NBC Wednesday 9/8c

.13% CTR

[caught on tape]



CAUGHT ON TAPE

The Cops. The Creeps.
The Cameras.

Some men still haven't learned their lesson.

To Catch A Predator
NBC Wednesday 9/8c

.29% CTR

[caught on tape]



Why is this man crying?

To Catch A Predator
NBC Wednesday 9/8c

.44% CTR

[caught on tape]



Some men still haven't learned their lesson.

To Catch A Predator
NBC Wednesday 9/8c



Flight Totals

Price	Clicks	Views	CTR	CPC
\$2553.00	3097	3671385	0.084%	\$0.82

Statistics by blog

Subscription ID	Blog	Price	Start Date	Clicks	Views	CTR	CPC
521826716	AMP - Network: AboutMyPlanet.com	\$48.00	2009/05/04	108	19577	0.552%	\$0.44
521826694	Daddy Types: the weblog for new dads: sidebar right	\$100.00	2009/05/04	357	60823	0.587%	\$0.28
521826705	EcoStreet: left sidebar	\$30.00	2009/05/04	77	6772	1.137%	\$0.39
521826704	Ecoble: Right Hand Sidebar - Above the Fold	\$80.00	2009/05/04	19	8505	0.223%	\$4.21
521826702	Environmental Economics: Top of right column	\$20.00	2009/05/04	47	16599	0.283%	\$0.43
521826706	Fake Plastic Fish: Top of Left Column	\$30.00	2009/05/04	46	5863	0.785%	\$0.65
521826700	GardenRant: Right sidebar	\$50.00	2009/05/04	39	22795	0.171%	\$1.28
521826695	GardenStew: Standard - Right Column	\$45.00	2009/05/04	79	57621	0.137%	\$0.57
521826703	GetOutdoors: Outdoor Blog: Standard	\$20.00	2009/05/04	17	12963	0.131%	\$1.18
521826710	Great Green Gadgets: Standard	\$20.00	2009/05/04	3	2185	0.137%	\$6.67
521826711	Great Green Shoes: Standard	\$25.00	2009/05/04	1	4861	0.021%	\$25.00
521826709	Green & Clean Mom: Sidebar under recent comments and tags	\$20.00	2009/05/04	18	2832	0.636%	\$1.11
521826708	Green Mom Finds: Right Sidebar	\$30.00	2009/05/04	12	2986	0.402%	\$2.50
521826699	Greenpad's.org: PREMIUM (Top, Right Sidebar)	\$30.00	2009/05/04	71	20815	0.341%	\$0.42
521826691	Inhabitat: Middle ads, right column	\$600.00	2009/05/04	202	549902	0.037%	\$2.97
521826687	Kentucky Progress: Standard	\$30.00	2009/05/04	3	2760	0.109%	\$10.00
521826696	MetaEffluent Reviews: Top Right Column	\$100.00	2009/05/04	191	51350	0.372%	\$0.52
521826717	Really Natural: Standard	\$65.00	2009/05/04	22	9792	0.225%	\$2.95
521826692	Right Wing News: Right Wing News Left	\$90.00	2009/05/04	300	95520	0.314%	\$0.30
521826715	Sustainable is Good: Middle ads, right column	\$20.00	2009/05/04	8	5837	0.137%	\$2.50
521826698	The Good Human: Right Column, Next To Content	\$55.00	2009/05/04	59	18821	0.313%	\$0.93
521826712	The Good Life: Top of left column	\$35.00	2009/05/04	17	1748	0.973%	\$2.06
521826688	The Kentucky Democrat: Top of the sidebar	\$30.00	2009/05/04	13	2048	0.635%	\$2.31
521826714	The New Homemaker: Basic: Middle Left	\$25.00	2009/05/04	40	22356	0.179%	\$0.62
521826693	WebEcost: Best Value: Right Sidebar, All Pages	\$20.00	2009/05/04	88	97403	0.090%	\$0.23
521826690	Workette: Standard	\$350.00	2009/05/04	696	871011	0.080%	\$0.50
521826697	You Grow Girl: Standard	\$80.00	2009/05/04	104	50277	0.207%	\$0.77
521826701	ZME Science: Standard	\$40.00	2009/05/04	100	26779	0.373%	\$0.40
521826707	green LA girl: Standard	\$80.00	2009/05/04	25	4190	0.597%	\$3.20
521826713	greenerMAMA: Middle Right Column	\$10.00	2009/05/04	2	905	0.221%	\$5.00
521826689	michellemalkin.com: Standard BlogAd - Bottom Right	\$375.00	2009/05/04	333	1615489	0.021%	\$1.13

Statistics by version

Version (hover to preview creative)	Creation Date	Clicks	Views	CTR	CPC
916055913	2009/04/30	25	64179	0.039%	\$0.24
578845023	2009/05/01	1105	1268993	0.087%	\$0.11
578845024	2009/05/01	971	1084494	0.090%	\$0.11
578845025	2009/05/01	948	1201697	0.079%	\$0.12
978510633	2009/05/01	56	85516	0.065%	\$0.14

Statistics per day

Date	Blom	Clicks	Views	CTR	CPC
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Clicks	Views	CTR	CPC
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tracking tools

Monitor all your views and clicks with running campaign-wide and by-blog metrics.



how to upload ads

step one: select blogs

step two: design ad

step three: go live!



Our step-by-step video **tutorial** takes you from "I'm confused!" to "Ad's placed!" in 4 minutes, 10 seconds.



happy clients include

SONY



LIONSGATE™

AUTO ALLIANCE
DRIVING INNOVATION™



VOTED #1 VODKA OF 2033
SVEDKA



AFL-CIO
America's Union Movement



what they're saying

“Blogads makes sense for almost any advertising campaign. It's an affordable, easy-to-use means of communicating with the audiences that matter most. We've found that it gives us the biggest bang for our advertising buck.”

– Nick Berning, Friends of the Earth

“Advertising with Blogads is a terrific, cost-effective way to reach opinion leaders inside and outside the beltway.”

– Charles Territo, Auto Alliance

“Blogads offers a high ROI as compared with magazines, TV advertising, and other Internet ads. We believe it to be one of the most effective sources to drive traffic and sales, as well as being an excellent way to establish brand awareness.”

– Amy Reed,

Chickdowntown

“Blogads lives up to their promise. Our ads are routinely editorialized and picked up by other bloggers, and we've seen more people who click-through, participate in our campaigns by entering contests, taking action, or forwarding on than our ads on any other advertising platform.”

– Joel Bartlett, PETA

“The blog culture targets an audience that regular online campaigns cannot – real people talking to real people. Bloggers offer an authentic word of mouth. It's a discussion, not just yelling into a crowd.”

– Tiffany Srisook, American Apparel



thank you!

We would love to hear from you –



Email us at blogads-sales@blogads.com



or **call** [\(919\) 636-4551](tel:(919)636-4551)



Find us on the **web**: blogads.com.



Facebook: facebook.com/blogads, and

Twitter: twitter.com/blogads.

blogads