

blogads

media kit

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



why blogads

3,500+ blogs, 50+ niches,

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



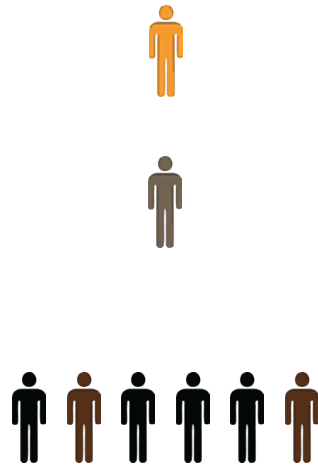
Publisher



Active Crowd



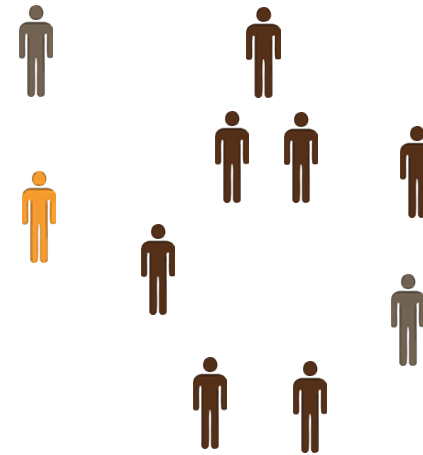
Passive Crowd



traditional advertising

i.e. shouting at sluggish masses

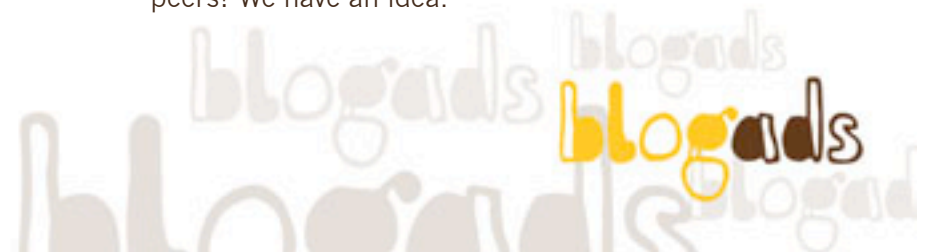
In **traditional, hierarchical media** such as television, newspapers and radio, communication only **flows in one direction** – from the top down. As a result, their **crowds are ambivalent**, passively receiving information from the agenda setters **without desire to act** on it. No surprise, that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



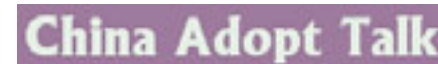
blogads advertising

i.e. joining energized communities

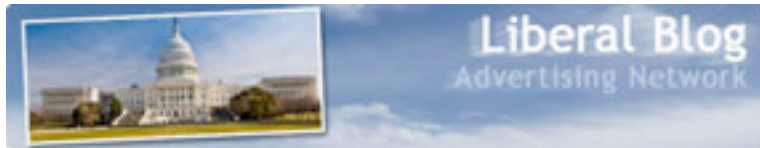
Blogs, however, feature **multidirectional communication**. Publishers may pick the topic, but the **passionate debate** around those topics that sustain these communities. The nature of the medium cultivates an **active crowd**. When you advertise on a blog, you join the debate as an equal member. How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



Our 3,500+ blogs include:



buzz influentials 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.



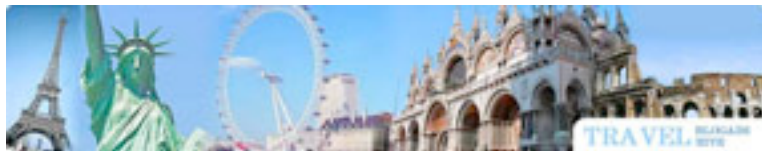
The music hive is America's premier music blog network. With over 80 sites and 10 million monthly impressions, the Music Hive has the readership you need to get the word out, and the focus to target in on an **avid music audience**.



buzz influentials 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 influentials 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 influentials 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.



Looking to reach an audience **hungry for your message**? Here's some food for thought: Blogs on the Foodblog Ad Network are read by thousands of smart and discriminating food lovers a day.



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...](#)

See The Ad Banned By Cable



Cable systems in Washington, DC are **refusing to run our factual ads** that highlight soaring cable prices and call on Congress to allow new entrants to compete.

We had no choice but to **short-circuit the mainstream media** and take our message directly to the blogs. [See the ad](#) that Capitol Hill won't.

[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.**



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**



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: 150px by 600px

File size: 35kb jpeg/gif or 70kb flash

Body Text: 300 characters

standard

Dimensions: 150px by 300px

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

Body Text: 300 characters

mini

Dimensions: 150px by 100px

File size: 5kb jpeg/gif or 10kb flash

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





live link ad

Dimensions: 150px by 200px

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

Body Text: 5-7 tweets or blog headlines

Package CPM: ≈ \$1

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.

■ Only Accountability Can Repair the Damage Done

■ To See With One's Own Eyes

■ Accountability Torture

■ Tortured to

■ If Torture Is Then Evil Has Meaning

Learn More

Read more...



"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



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.

happy clients






campaign management

tips on blogad creative

less polish means more clicks

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...](#)

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.

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



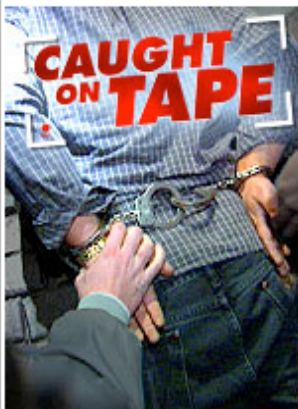
TO CATCH A PREDATOR

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	2097	3671305	0.094%	\$0.82	

Statistics by blog							
Subscription ID	Blog	Price	Start Date	Clicks	Views	CTR	CPC
521826726	AMP - Network: AboutMyPlanet.com	\$48.00	2009/05/04	108	19577	0.552%	\$0.44
521826694	Daddy Topix: the weblog for new dads: sidebar right	\$100.00	2009/05/04	357	60823	0.587%	\$0.28
521826705	Ecotrust: left sidebar	\$30.00	2009/05/04	77	6772	1.137%	\$0.39
521826704	Ecotrust: 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	Fate Waste Fish: Top of Left Column	\$30.00	2009/05/04	46	5863	0.785%	\$0.65
521826700	GardenFart: Right sidebar	\$50.00	2009/05/04	39	22795	0.171%	\$1.28
521826695	GardenHow: 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
521826730	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	Greenpacks.org: PROBLEM (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	NetatPlanet Reviews: Top Right Column	\$100.00	2009/05/04	191	51350	0.372%	\$0.52
521826717	Nearly 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
521826725	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: Base: Middle Left	\$25.00	2009/05/04	40	22356	0.179%	\$0.62
521826693	Webfoot: Best value: Right Sidebar, All Pages	\$20.00	2009/05/04	88	97403	0.090%	\$0.23
521826690	Womads: 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 Zeevoo: 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	greenMAMA: Middle Right Column	\$10.00	2009/05/04	2	905	0.221%	\$5.00
521826689	inhabitat.com: Standard BlogAd - bottom right	\$375.00	2009/05/04	333	1615489	0.021%	\$1.13

Statistics by version					
Version (lower to previous 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	Blas	clicks	views	CTR	CPC

tracking tools

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



how to upload ads

step one: select blogs

Purchase blogads now
Use the form below to reach our great book blogs, or check out our number of topics.

Select blogs Create ad Preview

Duration: Standard jpg/gif

BC Books blogcritics.org/books/ Premium Ad (4 ads running)
Making Light nelsonhayden.com/makinglight Top of right-hand adstrip (no ads running)
Chickens in the Road www.suzannemcinn.com Premium (1 ad running)
Galleycat www.theSabbistro.com/galleycat Standard (6 ads running)
3 Quarks Daily 3quarksdaily.blogspot.com Top Ads, right column (3 ads running)
Blog of a Bookslut www.bookslut.com/blog Standard (4 ads running)

Only display optimal position blogs:

You have chosen: 4 adstrip(s).
Total price: \$342
Total pageviews: 198,541

Show only selected blogs

Cancel all selections Show blog details

step two: design ad

Ad name

Ad format
Standard

Image type
jpg/gif

Ad nickname

For public use only. We recognize the ad for administrative purposes.

Ad headline

Max: 30 chars. No text allowed.

Fixed date ad
If checked, you can specify the starting date of the ad. If unchecked, the ad will start running when open.

Image
Max: 300 x 200 pixels and 100K (jpg/gif). Ads with social and share to be reviewed by bloggers. Uploading flash? See our specs here.

Text
Max: 300 published chars. Max: 3 empty lines. Simple HTML (a, b, i, u) allowed. No more than 10 entries (Example: www.mysite.com into mysite.com OR put the URL into an HTML tag)

URL
All will point to the site.

* Click 'Advanced details' if you'd like to specify individual desktop or tablet pixel URLs or have 1 To add RSS to your ad text, place your RSS url after the letters @RSS: (http://) Your text will up after the RSS feed, but not in front of it. Standard sized ads display 7 headlines, max ads have

step three: go live!

the left) it white, middle-class Englishmen) A Line (Empowered) make) from ygs, 'discovering', then quelling our harsh and lively and sometimes lead (social words, when he compounds this by declaring that 'to reach a I'm not just growing but helping my head on the table.

ers of adventuring, and also the idea that anything can be labeled

of it is 'broad', much has been centuries of bitter dispute, the whole grows more, long cleared of its peasants or abandoned by them. It's no, it's subject to planning regulations and management plans. It's short reflect in the wind from gold-rush. Of course there are animals and birds, been counted, ringed necks, even radio-tagged, and all for good scientific about there knowing that no bears or wolves will appear over the stuff, and if we do come unstuck there's a fair chance that, like the man on

the network and structural stuff, but alas, I lost it in the move.

in Berlin for a year, so it feels odd to be coming back shouting, 'I'm we've had a good month, and I also hope that at some point you were let that takes up these subway seats and someone rethink you for

going in while I was running around, but now I'm settled in, I have a can get started again.

7 book collection of 1,500 or so down to, uh hang on let me count, 17, do hope to admit to myself that really, if we're all being honest here, ven, so give it to someone who might. It was just that, over and over ng men come over and take your books away in crates and hope the

try many 2 weeks www.life-story.com

quint blog here over the past few weeks. Jessica returns next week,

Bookish
In a matter of days, if not hours, my life and death will be as anonymous and as forgotten as a stray breeze.

EVERYONE HAS A STORY TO TELL

try many 2 weeks www.life-story.com

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



happy clients include

American Apparel®

SONY



SIMON &
SCHUSTER

LIONSGATE™



AUTO ALLIANCE
DRIVING INNOVATION®



VOTED #1 VODKA OF 2033
SVEDKA



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.