

Advertising Rates 2010

Standard Package

Single Full Banner ad: Has run-of-site, including our popular message boards, featuring thousands of pages and growing every day.

Exclusions: Six premium pages are excluded: index, neighborhoods, architects, links, articles, about

Banner Size: 468 X 60 pixels

Rate: \$100/month

Terms: 3 month minimum, payable in advance via Paypal or check. Renewable quarterly.

Premium Package

Single Medium Rectangle ad: Positioned on six highly trafficked HTML pages including:

index architects neighborhoods
links articles about

Privileges: Medium Rectangle ad appears on 6 highly popular HTML pages. Standard banner ad still has run-of-site in addition, including our high-traffic message boards.

Medium Rectangle Size: 300 X 250 pixels

Standard Banner Size: 468 X 60 pixels

Rate: \$200/month

Terms: 3 month minimum, payable in advance via Paypal or check. Renewable quarterly.

Customized Services

Banner design

Don't have banner ads already created? Want your ads to have that smooth Modern Phoenix editorial look? Let us create them for you! If you provide a logo, color cues and brief marketing message, we'll have an attractive ad ready for you within days at the affordable fee of \$60 per ad with one design revision included. \$20 per additional design revision. Email us for information on more assertive marketing campaigns and design rates.

Banner content updates

If your campaign requires frequent changes, such as sales, promotions, property listings and special events, you may host your banner graphic on your own website for complete and instantaneous control over creative content, and you may do so free of charge as often as you like. Ask us how.

Alternatively, ModernPhoenix can adapt to your periodic changes for a \$10 change-of-banner fee with a 48 hour turnaround time. Most changes can be made within 24 hours. Provide the new banner, and we'll link it up for you.

Contact

Alison King, Editor
Modern Phoenix
4624 N. 11th Place
Phoenix, AZ 85014
alison@modernphoenix.net
(602) 923-9719

ModernPhoenix.net Website Stats and Profile

2009 Google Analytics

- 976,147 page views
- 117,318 visits
- 89,948 unique visitors
- Avg. 5.5 pages per visit
- Avg. engagement was 3.5 minutes

According to Google Benchmark Analytics in Feb 2010, all of these statistics are consistently outperforming the typical Home & Garden websites in the Benchmark program.

Reader Profile for 2010

Creative. Educated. Upwardly Mobile. Fiercely Local. ModernPhoenix readers are fanatic about the Modern movement in Phoenix. Our readership is widely international, but registered membership tends to be local. There is also a large undocumented "lurkship" of members that actively read and provide feedback behind the scenes. Out-of-state relocators join ModernPhoenix to scout out the region and our culture for leads on where they'd like to live. San Francisco, Los Angeles, Chicago, New York and the Texas Triangle are frequent out-of-state readers.

Visit Frequency

- 76% Visit once a month or more
- 35% Visit once a week or more
- 17% Visit a couple times a week or more

Generational Cohorts

- 44% Baby Boomer, age 45+
- 41% Generation X, age 30 - 44
- 8.5% Millennial, age 18-29

Household Annual Income

- 35% Earn over \$100,000
- 13% Earn \$80,000 - \$99,999
- 14% Earn \$60,000 - \$79,999

*US Median household income for 2008 was \$52,000 (U.S. Census)

Our readers have multiple vocations and avocations. Here's how they say they spend their time.

- 33% Architecture or interior design
- 16.5% Artist or artisan
- 15% Education
- 14.5% Parent/homemaker
- 13.5% Furniture or industrial design
- 12% Graphic design
- 12% Marketing, advertising and PR
- 10.5% Activist, organizer or volunteer
- 10% Real estate

Gender

- 54% Male
- 46% Female

Family Life

- 75% Married or committed
- 23% Have children under age 18
- 23% Have children over 18
- 13% LGBT (3% more than the estimated 1-in-10 national average)

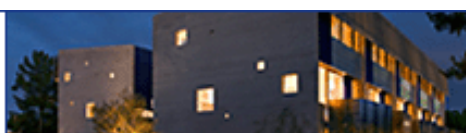
Contact alison@modernphoenix.net to get started



Premium

Standard

Premium: 300 X 250 px
Standard: 468 X 60 px
72 PPI, JPG or GIF
BG Color: #DCECD1
1 px rule line optional



Architect:
Will Bruder