

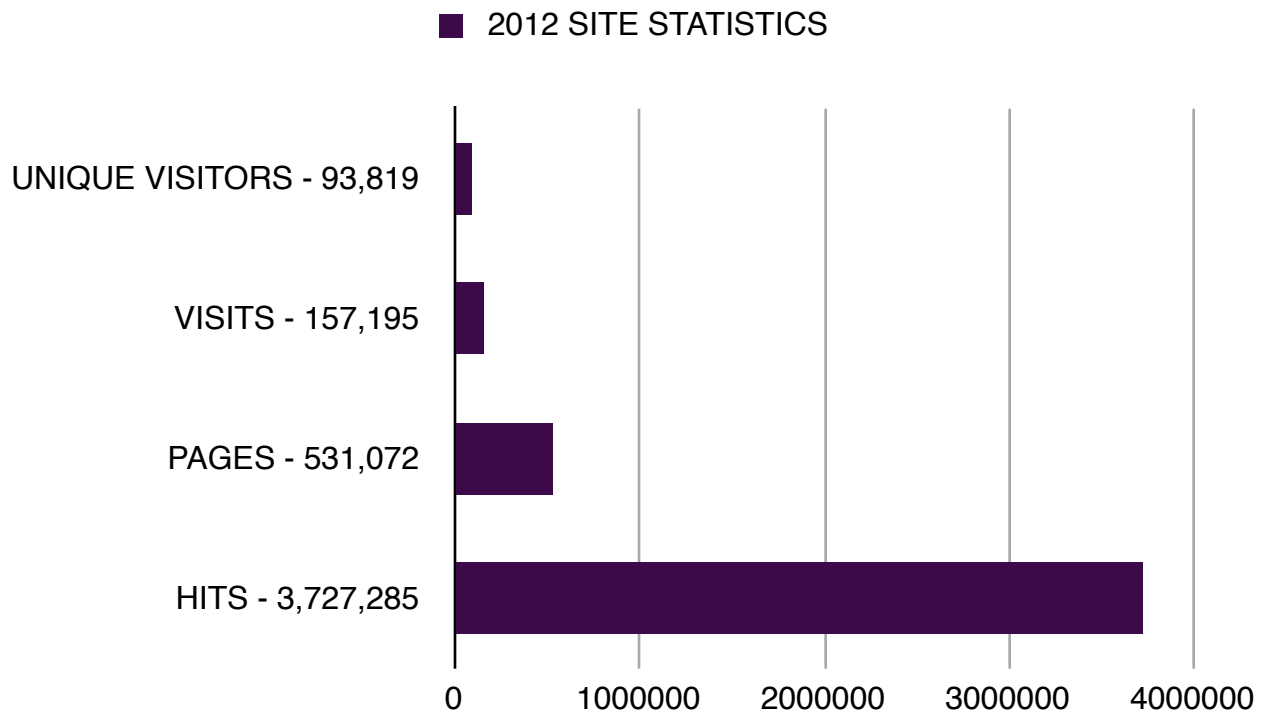
# BACKWOODSHORROR.COM ADVERTISING KIT

## SUMMARY:

BackwoodsHorror.com is quickly becoming one of the go-to sites for horror news, reviews, and everything spooky. While the site's main concentration is on the horror film industry overall, we also cover nearly everything horror-related as well, including horror events and products. After moving our office to NYC in 2012, our readership has grown exponentially, with 2012 being a banner year with Backwoods Horror quickly becoming known in the NYC area as a fresh voice in the horror press with contacts with various PR/Distribution companies in addition to invitations to various screenings and festivals. Becoming an advertiser with BackwoodsHorror.com provides an opportunity for you to reach a specifically targeted, highly engaged market that is highly responsive to the products and services you provide that meet their specific and unique interests and needs.

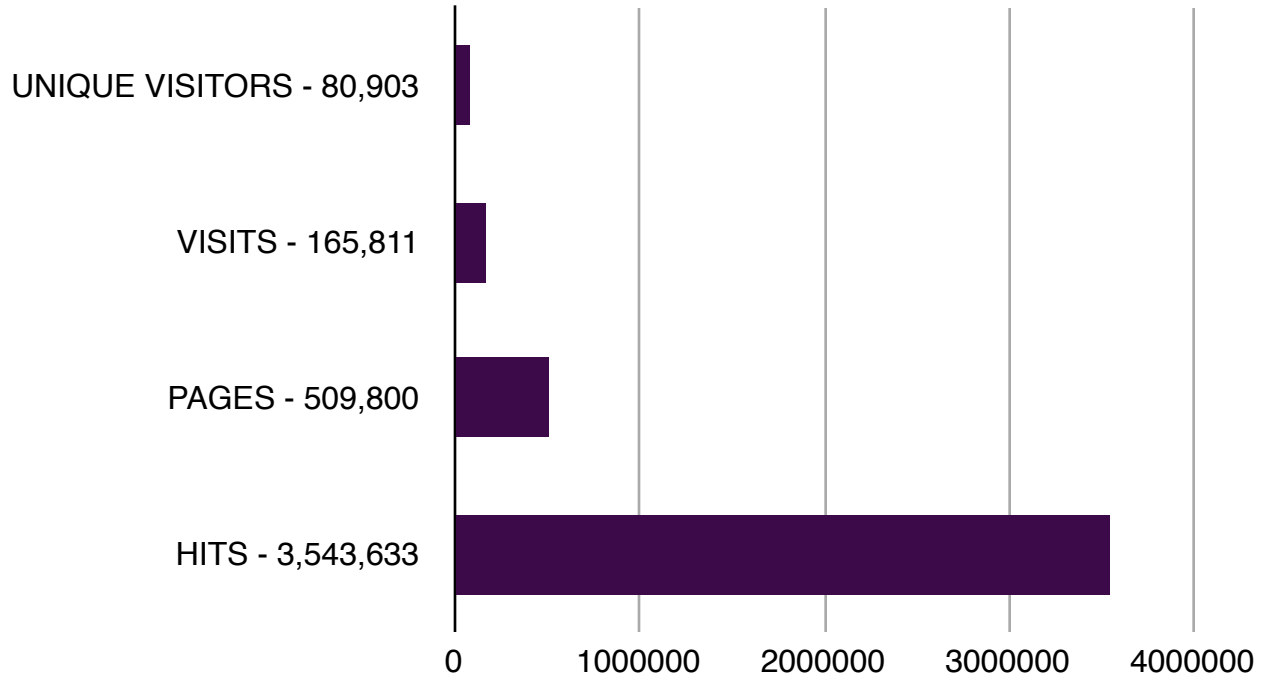
To further discuss your advertising needs, you can contact Aaron J. Howell (Founder/CEO/& Editor-In-Chief) directly at: [aaron@backwoodshorror.com](mailto:aaron@backwoodshorror.com)

## SITE TRAFFIC & STATISTICS:



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## ■ 2013 SITE STATISTICS THROUGH SEPTEMBER



This data doesn't include the BackwoodsHorror.com social media reach with a Facebook Page ([www.facebook.com/BackwoodsHorror](http://www.facebook.com/BackwoodsHorror)) with 1,382 current likes, a Google+ Page (<http://gplus.to/backwoodshorror>) with 2,598 current pluses (similar to Facebook's "Likes"), and a Quality Twitter Following of 252. Additionally, the current number of external links to BackwoodsHorror.com (including search engines) is 688,133

## GOOGLE SITE RANKING:

Web Page URL: <http://www.backwoodshorror.com>

The Page Rank:  **3/10**

(the page rank value is 3 from 10 possible points)

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## VARIOUS AD DISPLAY POSSIBILITIES:

<p><b>POSITION 1</b>  <b>TOP OF PAGE BANNER AD</b>  <b>SIZE: w656 x h225</b></p>	<p>This will be one of the largest and most visible ad positions available on the site. It will be a banner just below the site's official header.</p>	<p><b>\$200</b>  <b>Per 30 Days</b></p>
<p><b>POSITION 2</b>  <b>BETWEEN ARTICLE BANNER AD</b>  <b>SIZE: w468 x h75</b></p>	<p>This banner ad will appear between individual articles and pricing is dependent upon how high up on the page the banner ad lies.</p>	<p><b>First Article Banner: \$100</b>  <b>Every Between Article Banner After Has A Decreasing Price Of \$15 Per, So The Second Banner, For Example, Would Be \$85</b>  <b>Per 30 Days</b></p>
<p><b>POSITION 3</b>  <b>RIGHT SIDEBAR AD</b>  <b>SIZE: w190 x h120</b></p>	<p>This smaller rectangular ad would be positioned on the right sidebar in varying locations before and after Pages, Categories, &amp; Archives. Ads appearing after Archives will be priced accordingly as they'll appear lower on the page.</p>	<p><b>Right Sidebar Ads: \$70</b>  <b>Right Sidebar Ads After Archives Listing: \$50</b>  <b>Per 30 Days</b></p>
<p><b>POSITION 4</b>  <b>LEFT PAGE AD</b>  <b>SIZE: w190 x h120</b>  <b>Or Ad Buyer's Choice</b></p>	<p>This ad is much like the right sidebar ad except appearing on the left side of the page. The ad can appear as the size limit for the right sidebar ads, or, if the ad buyer wishes, the height can be stretched for a specialty length banner. If you'd like a lengthier Ad, email to discuss pricing.</p>	<p><b>Left Page Ad: \$70</b>  <b>For Specialty Height Sizing, Please Email For Pricing.</b>  <b>Per 30 Days</b></p>

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## AD DISPLAY POSSIBILITIES CONTINUED:

<b>POSITION 5 SPONSORED POST</b>	We will write (at least) a 500 word post about your product or service and our experience with it. You can link to this post and/or excerpt it for your own marketing or for use on your own site. We will additionally link the post across our various social media platforms	<b>\$200 Per Article</b>
<b>POSITION 6 BACKGROUND AD</b>	This will be the largest, and most visible ad on the site as we will replace our site's background image with your ad. This type of ad might apply best to various PR/Distribution companies, but could work for a variety of other products and services as well.	<b>\$500 Per 30 Days</b>

## **GUIDELINES AND POLICIES:**

The Ad Design Is Your Responsibility.

If You Are Booking A Specialty Ad, Or For Any Additional Questions Or Information, Please Contact Aaron J. Howell At [aaron@backwoodshorror.com](mailto:aaron@backwoodshorror.com) or Stephanie L. Davis (our chief SMO & SEO Consultant/Chief Social Media Officer & Expert/Publicist) at [steph@socialterraconsulting.com](mailto:steph@socialterraconsulting.com)

We Reserve The Right To Review & Approve All Ads & Reject Any Advertiser For Any Reason. We Are Not Liable For Any Errors Or Claims Arising From Your Ad.

Rates Are To Be Paid In Advance Via PayPal & Are Potentially Subject To Change As Site Traffic / Page Views Improve Over Time.