

# Advertising on MeredithBromfield.com

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## MeredithBromfield.com Readership

When you advertise with [MeredithBromfield.com](http://MeredithBromfield.com), your business is presented to not just a local audience but national exposure as well. Our subscribers have a broad variety of interests and many of our subscribers are in the over-40 age group. They also have numerous responsibilities, and they constantly seek ways to simplify and improve their lives. Your customers are waiting on [MeredithBromfield.com](http://MeredithBromfield.com)!

## Effective Ad Structure

Research shows that the midlife customer seeks to build a relationship with merchants. They also seek to purchase experiences more than things. At MeredithBromfield.com you can accomplish these goals.

**Build relationships.** The MeredithBromfield.com [Partners](#) directory allows you to tell the story of your business from a first-person perspective, encouraging potential customers to view you and your business.

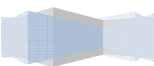
**Offer experiences.** [MeredithBromfield.com](http://MeredithBromfield.com) will help you to develop ads that present your product as an experience.

## Available Ads

Several types of ads are available on [MeredithBromfield.com](http://MeredithBromfield.com). Each type offers several advantages, and most ads can be customized to fit individual needs. This page provides some general information. [Contact](#) Meredith Bromfield to learn more.

## MeredithBromfield.com Partners

- Your ad—including the story of your business, your contact information, and a link to your site—appears on **MeredithBromfield.com** “[Partners](#)” page.
- You can update the content for your ad monthly or anytime you run special offers.
  - Web Site Master at MeredithBromfield.com will update your ad. Ad modifications are due by the 15<sup>th</sup> of each month.
  - If you need your ad created for you, we can provide this for an additional fee.
- Your ad rotates through the “Locals We Like” section of the Home page.
- When your ad posts, MeredithBromfield.com promotes your business on Facebook and Twitter. We promote you on Facebook and Twitter again each time the content of your ad is updated, and whenever you send info about special offers.
  - We will be adding additional Social Media sites in the near future which will be included.
- Testimonials, provide word-of-mouth, personal recommendations.



## Site Sponsorship: Rotating Ads (Size 1)

- Your ad grabs every visitor’s attention in 3 ways:
  - Prominent placement on Home Page, Partners, Events and the 4 main business pages (Divorce, Empowerment, Finance and Aging).
  - Large size—300 pixels wide x 250 pixels tall.
- Your ad links to your website and brings customers right to your virtual “door.”
- You can update the content for your ad monthly or anytime you run special offers.
  - Web Site Master at MeredithBromfield.com will update your ad. Ad modifications are due by the 15<sup>th</sup> of each month.
  - If you need your ad created for you, we can provide this for an additional fee.
- Ad rates vary

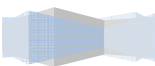
**Pkg One** – Size 1-3 ad on Home Page, Partners, Events, 1 business area (ex. divorce, finance, legacy, etc). **Pkg Two** – Size 1-3 ad on Home Page, Partners, Events, 2 business area (ex. divorce, finance, legacy, etc). **Pkg Three** – Size 1-3 ad on Home Page, Partners and Events only.

## Site Sponsorship, Sizes 2 and 3

- Your ad appears on Home Page, Partners, Events and the choice of (a) 4 main business pages (Divorce, Empowerment, Financing and Aging), (b) 3 main business pages (your choice), (c) 2 main business pages (your choice) or (d) 1 main business page
- You choose from two sizes:
  - Size 2: 300 pixels wide x 100 pixels tall.
  - Size 3: 125 x 125 pixels square.
- A link to your website drives traffic.
- You can update the content for your ad monthly or anytime you run special offers.
  - Web Site Master at MeredithBromfield.com will update your ad. Ad modifications are due by the 15<sup>th</sup> of each month.
  - If you need your ad created for you, we can provide this for an additional fee.
- Ad rates vary.

## eNewsletter Sponsorship

- Large ad—120 pixels wide x 600 pixels tall.
- Space for your logo and an expanded message.
- Prominent placement on the top header of every issue of the newsletter.
- Live link to your website or special offers.
- We limit sponsorship to two companies per newsletter.
- You have the option to purchase 1-month, 3-month, 6-month or 1-year intervals. Ad rates will vary.
- You can update the content for your ad monthly or anytime you run special offers.
  - Web Site Master at MeredithBromfield.com will update your ad. Ad modifications are due by the 15<sup>th</sup> of each month.
  - If you need your ad created for you, we can provide this for an additional fee.



## Words of Wisdom Sponsorship

- Large ad—120 pixels wide x 600 pixels tall.
- Space for your logo and an expanded message.
- Prominent placement on the top header of every weekly Words of Wisdom.
- Live link to your website or special offers.
- We limit sponsorship to two companies per Words of Wisdom.
- You have the option to purchase 1-month, 3-month, 6-month or 1-year intervals.
- You will have the option to choose to have your add in 1 – 4 Words of Wisdom (Balanced Life, God’s Promises, Divorce and Aging). Ad rates will vary.
- You can update the content for your ad monthly or anytime you run special offers.
  - Web Site Master at MeredithBromfield.com will update your ad. Ad modifications are due by the 15<sup>th</sup> of each month.
  - If you need your ad created for you, we can provide this for an additional fee.

## Reciprocal

- No fees involved.
- Purely a reciprocal, trustworthy link exchange, eye-for-eye on YOUR site for presence on our site.
- Details worked out on a case-by-case basis.
- Most importantly, it needs to be a good match!

## Rates

- **Introductory rates are currently available.**
- Please [contact me](#) directly for more information [info@CrossingYourBridge.net](mailto:info@CrossingYourBridge.net)

