



## MEDIA KIT FALL/WINTER 2010

### Advertising Opportunities

#### 1. Premium Advertising through Federated Media

All above-the-fold advertising on GoodLifeEats.com is available through Federated Media. Currently ad spaces running on GoodLifeEats.com are 300x250 above-the-fold, 728x90 below-the-fold, 160x600 below-the-fold, and 160x600 above-the-fold. For more details and to purchase the top spot advertising on GoodLifeEats.com, visit <http://federatedmedia.net/authors/goodlifeeats>.

#### 2. Sidebar Graphic Ads

150x150 sidebar graphic are available on a first come, first served basis.  
*Pricing: \$1.25 CPM, currently \$140/month.*

#### 3. Text link Ads in Email Subscriptions and RSS Feed

GoodLifeEats.com reaches thousands each day through RSS Feeds and Email Subscriptions. We offer text link advertisements at the end of each post. Text link advertising is the most affordable advertising option available.

*Pricing: \$75/1 month, \$125/2 months*

#### 4. Sponsored Posts and Freelance Articles

GoodLifeEats.com does offer sponsored posts between \$200-\$400 per post. If you would like to contract freelance work written by Katie, a rate between \$300-\$450 per web article will be quoted depending on the nature, length & photography included in the article. Print rates are available at request.

#### 5. Giveaways

GoodLifeEats.com offers advertising of products, contests and promotions through giveaways at the rate of \$50 per giveaway post. The product value for the giveaway must be at least \$50, as a courtesy to the readers of GoodLifeEats.com. All prizes are shipped directly from the company to the winners. GoodLifeEats.com does not handle product shipping of any kind.

#### 6. Advertising for Blogs and New Small Businesses

A special page is reserved for blog and new small business advertising. It is not based on the home page, so rates are very affordable with special discounts offered based on length of contract. Contact for details.

**Discounts:** 15% discount given to all work-at-home moms. Ad rates are discounted 10% for quarterly and 20% for yearly contracts.

**Payment Options:** All payments must be made via PayPal. Payment must be received in full prior to ad being placed on site.

**Note:** All graphic and text link advertisements must be in line with the mission and vision of GoodLifeEats.com. I approve all ads and will host the ad image on the site so that no changes can be made without approval. I also reserve the right to decline any advertising requests.

### About goodLife {eats}

Katie began GoodLifeEats.com back in 2008 as a way to archive and organize some of her favorite recipes and document new kitchen experiences along the way. What started out as a hobby, quickly grew into a popular food blog.

In Addition to writing for GoodLifeEats.com, Katie has enjoyed the pleasure of freelancing for many food sites, including: Craftzine.com, Paula Deen Online, Tablespoon.com, and the Skimbaco Lifestyle Network.

### About Katie Goodman

Katie Goodman is the founder of GoodLifeEats.com where she shares what she finds good in the kitchen and in life - a mix of great recipes, family memories and yummy photography is what you'll discover there.

She has worked with General Mills, Athenos, Quaker, Toshiba, Barnes and Noble, Thermador Appliances, Morton, Edible Arrangements and many more. Katie has been featured in Costco Connection, Albuquerque The Magazine, and the Sony Pictures Julie & Julia website. Katie was recently announced as one of the Foodista Best of the Food Blogs Cookbook Contest winners. Her recipe for Cranberry Crumb Bars will be featured in the upcoming cookbook.

### Statistics from GoodLifeEats.com

Unique Daily Visitors	2,000
Monthly Page Views	115,000
RSS and Email Subscribers	2,500
Google Page Rank	4
Facebook Fan Page	1,013
<a href="http://www.facebook.com/goodlifeeatsfans">www.facebook.com/goodlifeeatsfans</a>	
Twitter Followers	5,552
<a href="http://www.twitter.com/goodlifeeats">www.twitter.com/goodlifeeats</a>	

If you are interested in the opportunity to promote your brand or product to goodLife {eats} readers, please contact:

**[goodlife.eats@yahoo.com](mailto:goodlife.eats@yahoo.com)**