Note: We will consider the occasional inclusion of content that does not detract too greatly from our brand image. All content must be legal and ethical in the UK.

There are two main entities for you to consider the stats of:

http://blog.mysite.com Page Rank XXX, XXXXX visits/month

http://www.mysite.com/ Page Rank XXX

Direct Followers: >XXXX.

***You may well consider Domain Authority, Page Rank and Alexa Rank. But these stats do not show you the relevancy of the audience nor its propensity to engage. We offer quality followers and readers.***

Both sites jointly target Interior Designers, Architects and Yacht Designers but in reality VERY many visitors are those with a general interest in interior design and the home. We target the UK. Our AdWords campaign targets London and the South East of England.

As you can see our blog and website are not full of adverts so any content you pay to include will not be lost in a sea of adverts.

Adsense: www.mysite.com will probably never host adsense ads. However, the blog is currently hosted by Wordpress.com and I understand that wordpress automatically put Adsense adverts on the blog that we have no control of (we can’t see them you probably can). The blog’s hosting may change as we plan to self-host in 2013/14 and may also then include our own Adsense at that point on the blog (but not the web site)

Other entities include company pages on: facebook, pinterest, houzz, Google+ and twitter. Any post is automatically syndicated to linkedin, twitter and facebook.

1. **Sponsored Blog Posts ‘A’**

MYSITE write an article in the style of the MYSITE blog. You supply a URL and optionally an image and any keywords or anchor text that you wish to be included. The article will provide a click-through from your image and will also have a single additional click through link midway through the text from the anchor text.

Cost: £XXX.00 + VAT payable in advance through paypal

Repeats linking to same domain: £XXX.00 each + VAT payable in advance through paypal.

If we remember we will delete the ad/post 6 months after it has gone live. For an additional £XXX+VAT we will leave it for at least 2 years.

1. **Sponsored Blog Posts ‘B’**

You write and supply an article. You supply a URL and optionally an image. The article will provide a click-through from your image and will also have a single additional click through link in the text. You can specify where from in the article.

Cost: £XXX.00 + VAT payable in advance through paypal

Repeats linking to same domain: £XXX.00 each + VAT payable in advance through paypal

If we remember we will delete the ad/post 6 months after it has gone live. For an additional £XXX+VAT we will leave it for at least 2 years.

1. **Custom Search Engine**

We can 301 re-direct search.mysite.com to an adserver that you control and include a search box on www.mysite.com

Cost: £XXX.00 per month + VAT payable in advance through paypal, minimum contract 3 months.

Repeat months (ie for the 4th or more month) linking to same adserver: £XXX.00 + VAT payable in advance through paypal

1. **Graphical ads with clickthrough – right hand tool bar on blog.mysite.com**

In general we will **not** consider these and we will host the jpeg/gif. The position will be beneath the Houzz logo.

Cost: £XXX.00 + VAT payable in advance through paypal

Repeats linking to same domain: £XXX.00 + VAT payable in advance through paypal

1. **Graphical ads with clickthrough – top or bottom bars on blog.mysite.com or higher/top positioning in the right hand bar**

By negotiation. Top ads will be very considerably more than on the right hand bar.

1. **Graphical ads with clickthrough – www.mysite.com**

You will have to try really hard to get us to include one of these and the cost will be in the region of £XXXX per month for a minimum of 3 months payable in advance. Cost will depend on the client and we will host the jpeg/gif .Obviously a direct competitor will not be allowed, a competitor would sell fabrics, wall coverings or cashmere throws.

We have a business to run; if you are serious to take this further please email info@mysite.com. You will need to disclose your client at an appropriately early point in our discussions.