



ELLEN BARONE

keeping travelers in the know and on the go

WHO WE ARE:

EllenBarone.com is a respected online travel resource for consumer travelers seeking travel advice, vacation tips, gear and gadget reviews, expert recommendations and much more. From the best hotels to exotic new destinations, EllenBarone.com helps travelers plan memorable journeys and discover the world through blogs, articles, videos, and award-winning photography.

EDITORIAL MISSION:

An important part of our mission at EllenBarone.com is to offer people more meaningful ways to experience the world along with the products and services that will make their travels - and their lives – better. We do this by bringing readers:

- Fresh content.
- Travel related product reviews.
- Informative news from the world of travel.
- Inspirational stories with the 'if you go' tools to get you there.
- Trusted personal service journalism.

OUR READERSHIP:

EllenBarone.com attracts a well-traveled readership seeking to improve their travel experiences and delivers a highly targeted, active and engaged audience. A popular online portal 'keeping travelers in the know and on the go,' EllenBarone.com is viewed monthly by hundreds of thousands of readers who:

- Enjoy a traveler's lifestyle.
- Thrive on new challenges and experiences.
- Are curious about the world and all there is to do in it
- Try new products and services and influence others.
- Are proactive about embracing life and planet-enhancing practices.

WHY US:

We enjoy social media. We understand online marketing. And we have a proven track record in helping travel companies communicate with consumers through an innovative blend of free and sponsored content.

We share your desire to introduce consumers to great travel opportunities and offer a variety of ways to position your product or service in a relevant context and deliver your message in a way that is meaningful to our readers and beneficial to your brand.

ADVERTISER OPPORTUNITIES & RATES:

Listed below are several ways for you to interact with our audience.

- 1. Newsletter Updates:** Email is a powerful engagement tool. We welcome travel-related brands to sponsor individual editions of our subscriber updates.

Sponsored provided copy:

Rate: \$200 per exclusive e-blast. Promote exceptional vacation experiences from your company to our subscribers. Content is relevant and sponsor provided.

Custom created copy:

Rate: \$400 per exclusive e-blast. Promote exceptional vacation experiences from your company to our subscribers. Content is relevant and custom crafted.

- 2. Sponsored Content:** What better way to promote your products and services than with compelling, original content? We'll post sponsor-provided articles that are well written and relevant to our audience, or help to craft advertorials that tell a great story about your brand.

Sponsor provided:

Rate: \$80 per article with SEO optimized link backs*. Content is relevant to our readership, well written, and sponsor provided. *Outgoing links to travel related sites only. 10% savings for 6 and 12-month commitments.

Custom created:

Rate: \$0.40 per word with SEO optimized link backs*. Recommended article length 400 – 800 words. *Outgoing links to travel related sites only.

- 3. Sidebar Advertisements:** Simple but effective, our sidebar advertisements get lots of attention.

3a) Simple text link ad with anchor text only:

This is generally the most common form of text link ad and you will see these in sidebars and footers. The anchor text will generally be 1-3 words.

Rate: \$30 per month. 10% discount for 6 - 12 month commitments.

3b) Simple text link ad with anchor text and accompanying text:

Similar to the above but the anchor text will be embedded within a sentence or short paragraph.

Rate: \$45 per month. 10% discount for 6 - 12 month commitments.

4. In-Article Advertisements: A great way to build brand recognition is to place your advert at the bottom of our articles.

Anchor text embedded within a sentence or short paragraph.

Rate: \$95 fixed fee. Permanent link. One travel-related outgoing link.

5. Double your exposure! Advertise on our sister site, YourLifeIsATrip.com.

Become a **premium sponsor** and have your ad seen by well-traveled readers seeking to improve their travel experiences.

A group travel blog, YourLifeIsATrip.com was founded on the belief that there is no division between your travels, your life, your soul, your wellbeing, your relationships, your money, your work, and your play. Different voices. Different subjects. All related by the common theme – life as a trip.

Since its soft-launch in January 2009, thanks to an assemblage of 80+ talented contributors, the award-winning site (winner of two SATW Gold awards in 2010) has enjoyed rapid growth on the new reader and new subscriber fronts and has attracted national media attention.

Rate: Budget-friendly bundled rates are offered for **savings of more than 25%**.

Guidelines

While we welcome all inquires, only sponsors that have a product or service of value to our readership will be accepted.

Payment

Payment is required in advance. Once we have negotiated an agreement with you, we'll invoice you for the cost of your campaign. After payment has been received, we'll display your ads immediately.

Questions?

Please contact us at 505.216.7556 or via e-mail at info@ellenbarone.com.