



TRAVEL

Blogger at Large with Megan Singleton



Travel Blogger at Large ADVERTISING OPPORTUNITIES

A new, dedicated website for people who love to travel is here. Travel Blogger at Large already has a niche following of thousands of readers per month and even more fans on Twitter and Facebook. We provide a unique concept for advertisers who want targeted value based around high quality editorial content and user interaction.



Travel Blogger at Large

ADVERTISING OPPORTUNITIES

ABOUT US

We are an online travel magazine that has found a niche in the market, building relationships with our readers through social media. Content is the key to driving traffic and we specialise in writing quality features, reviews, blogs and tips, uploading photos and video to promote various destinations and products. Our style is honest, sassy and down to earth.

WHY ADVERTISE WITH US

Being a niche site, our readers are deliberate and come through organic searches or are regular followers. Blogger at Large provides an alternative to the expensive news-based websites with a unique proposition for those businesses wanting to be in the online space. Targeted traffic is driven through quality content, which is also distributed through social media channels.

Other travel sites don't offer the on going search capabilities that we do. On some leading New Zealand travel sites, when your weeklong campaign is over, your content disappears completely.

Keyword rich content is crucial to building and retaining our audience and our easily navigable site, along with a very robust search engine, enables users to find the content they're looking for.

WHY ADVERTISING WITH US WILL WORK HARDER FOR YOU

Our relationships are what we value most in working with you to tailor an advertising solution that will ensure the best return. This may include commissioned content (namely articles, blogs, reviews) with a call to action providing links to your booking engine or website; banner advertising on the home page; category pages or on individual articles; special deals offered to our newsletter database; sponsored polls to ask readers a strategic question.

All our posts are distributed to more than 2100 Twitter followers and our Facebook fans.

WHO OUR READERS ARE

Females aged 35-44 are our main audience. They are predominantly tertiary educated and most do not have children.





Travel Blogger at Large

ADVERTISING SPECS

DISPLAY AD SIZES

Ad type	Dimensions	Max file size
Header Banner	760x120	40kb
Footer Banner	760x120	40kb
Medium Rectangle	300x250	40kb



TEXT FORMATS

Ad type	Dimensions	Max file size	Characters
Special offer	60x45	2kb	150 Characters
Competition	60x45	2kb	50 Characters



STANDARD - All standard ad options

RICH - All rich media formats available on our website.

DISPLAY ADS: HOMEPAGE / ARTICLE PAGE / CATEGORY PAGE

Advertisements can be placed in 3 individual location on your selected pages

Header - Top of the page. 760 x120px.

Footer - Bottom of the page. 760x120px.

RHS - The Right hand side column. Featured Destination, Commissioned Poll question, Promo video, Competition, Banners for special deals

EDITORIAL:

One-off commissioned articles with your branded call to action featuring at the bottom of the article page.

Commission a story about your destination or product including photos and a call to action link to your website \$500

Commission a series of five features about your destination or product including photos, links to each story and a call to action link to your website. This will also include a RHS banner ad on the category page to drive readers to your stories \$2100 (save \$550)





Travel Blogger at Large

ADVERTISING OPPORTUNITIES

ABOUT US

As a niche travel blog that is just starting out we don't yet offer CPM or CPC rates. What we do offer is outstanding editorial content for our growing audience numbers. At the moment we are offering all advertisers with the vision to use us outstanding value for money on fixed tenancy rates. Think of us as another arm to your communications department, we are here to help spread the story of your travel product or related services.

Call us now to discuss your personal requirements or even better get on board with us now and take advantage of our very very special introductory rates.

FIXED TENANCY ONLY

- Home Page Top Banner (760 x 120 px) \$400 per month
- Home Page Bottom Banner (760 x 120 px) \$300 per month
- Home Page RHS Column offers a number of opportunities all 300 x 250 px
 - featured destination panel (links to your commissioned story or your website see editorial rates below) \$250 per month
 - Commissioned poll: got something to ask a travel audience? Run a survey/ poll with us for a month all data for some market research rate \$200 per month
 - Promo video - run your latest TVC or footage (links to your commissioned story or your website see editorial rates below) \$250 per month

CATEGORY PAGE RATES

- Top Banner (760 x 120 px) \$300 per month
- Bottom Banner (760 x 120 px) \$200 per month
- Right hand panel offers 3 medium rectangle 300x 250 px at \$150 per month

Emails / Newsletter Opportunities - monthly

- Top Banner (760 x 120 px) \$300 per send
- Bottom Banner (760 x 120 px) \$100 per month
- Right hand panel offers 3 medium rectangle 300x 250 px at \$50 per month





Travel Blogger at Large

ADVERTISING SPECS

WHAT THIS PRIVACY POLICY COVERS

This policy covers how Blogger at Large treats personal information that Blogger at Large collects and receives, including information related to your past use of Blogger at Large products and services. Personal information is information about you that is personally identifiable like your name, address, email address, or phone number, and that is not otherwise publicly available.

This privacy policy only applies to Blogger at Large.

INFORMATION COLLECTION AND USE

Blogger at Large collects personal information when you register with Blogger at Large, when you use Blogger at Large products or services, when you visit Blogger at Large pages or the pages of certain Blogger at Large partners, and when you enter promotions or competitions. Blogger at Large may combine information about you that we have with information we obtain from business partners or other companies.

When you register we ask for information such as your name, email address, birth date, gender, post code, occupation, industry, and personal interests. When you register with Blogger at Large and sign in to our services, you are not anonymous to us.

Blogger at Large collects information about your transactions with us and with some of our business partners, including information about your use of financial products and services that we offer.

Blogger at Large automatically receives and records information from your computer and browser, including your IP address, Blogger at Large cookie information, software and hardware attributes, and the page you request.

Blogger at Large uses information for the following general purposes: to customise the advertising and content you see, fulfill your requests for products and services, improve our services, contact you, conduct research, and provide anonymous reporting for internal and external clients.

INFORMATION SHARING AND DISCLOSURE

Blogger at Large does not rent, sell, or share personal information about you with other people or non-affiliated companies except to provide products or services you've requested, when we have your permission, or under the following circumstances:

We provide the information to trusted partners who work on behalf of or with Blogger at Large under confidentiality agreements. These companies may use your personal information to help Blogger at Large communicate with you about offers from Blogger at Large and our marketing partners. However, these companies do not have any independent right to share this information.

We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims.

We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Blogger at Large's terms of use, or as otherwise required by law.

We transfer information about you if Blogger at Large is acquired by or merged with another company. In this event, Blogger at Large will notify you before information about you is transferred and becomes subject to a different privacy policy.

Blogger at Large displays targeted advertisements based on personal information. Advertisers (including ad serving companies) may assume that people who interact with, view, or click targeted ads meet the targeting criteria—for example, women ages 18-24 from a particular geographic area.

Blogger at Large advertisers include financial service providers (such as banks, insurance agents, stock brokers and mortgage lenders) and non-financial companies (such as stores, airlines, and software companies).

COOKIES

Blogger at Large may set and access Blogger at Large cookies on your computer.

Blogger at Large lets other companies that show advertisements on some of our pages set and access their cookies on your computer. Other companies' use of their cookies is subject to their own privacy policies, not this one. Advertisers or other companies do not have access to Blogger at Large's cookies.

Blogger at Large uses web beacons to access Blogger at Large cookies inside and outside our network of web sites and in connection with Blogger at Large products and services.

CONFIDENTIALITY AND SECURITY

We limit access to personal information about you to employees who we believe reasonably need to come into contact with that information to provide products or services to you or in order to do their jobs.

We have physical, electronic, and procedural safeguards that comply with legal regulations to protect personal information about you.

CHANGES TO THIS PRIVACY POLICY

Blogger at Large may update this policy. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your Blogger at Large account or by placing a prominent notice on our site.