

Pretty Opinionated

www.prettyopinionated.com

Stats at a Glance

Monthly Page Views: 25,000

Unique Visits: 18,000

Twitter Followers: 7,500

Facebook Fans 7,950

Pinterest Followers: 2350

Google + Followers: 2300



Ad Rates and Services Offered

Sidebar Ads- You Supply graphic or text

25 x 125 Button Ad- \$25/month, \$250/year

300 x 200 Graphic Ad- \$50/month, \$550/year

Link Ad- \$20/month, \$200/year

Other Advertising Options

Sponsored post- 400 words and 2 links- \$75

Advertorial Guest Post (you provide content)- \$40

Reviews- Free if you provide product. Giveaway at no extra cost along with review.

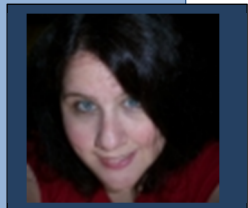
Giveaway Only- \$50 for 200 word post, Rafflecopter administration, and promotion.

Twitter Parties- Co-hosted with @ourfamilyworld- \$1,000-2,000. Request our Twitter Party Media Kit.

Pretty Opinionated is a review, giveaway, and lifestyle blog focusing primarily on products and services that are beneficial to moms of school-age children. The site began in February, 2011, and has since developed a loyal following. Pretty Opinionated is owned and written by Nicole Etolen, a freelance writer with over 15 years of experience writing in a variety of non-fiction genres. Nicole is a work-at-home-mom who enjoys reviewing relevant products with her 7-year-old son, who has grown quite used to hearing the words “don’t touch that until I take a

Contact Information

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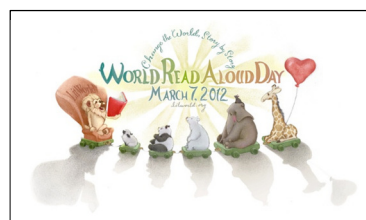


Site Demographics

From Alexa:

Based on internet averages, prettyopinionated.com is visited more frequently by **females** who are in the age range **25-34**, have **children**, received **some college** education and browse this site from **home**.

Brands and Networks I've Worked With



...And Many More

Policies

Review Policies

- There are no fees involved in reviews.
- I require a full-size, non-returnable product to facilitate my review. No sample sizes.
- You are responsible for covering shipping charges for the item.
- Review will be written in a timely manner, typically within 2-3 weeks unless the nature of the product requires a longer sampling period. If you need the review done within a specific time frame, please let me know.
- I review a wide variety of products and services on Pretty Opinionated, as long as they are family-friendly.

Giveaway Policies

- There is no charge for giveaways in conjunction with a product review.
- You are responsible for providing the prize to the winner. This includes shipping at the conclusion of the giveaway.
- Please clearly state exactly what you would like me to give away, who may enter, and which social media links you would like included on the entry form.
- Giveaways typically run for 14 days. Please let me know if you need this adjusted.
- Pretty Opinionated will administer the giveaway, randomly choose the winner, and provide you with the winner's shipping address.
- Pretty Opinionated will NOT furnish you with the emails of entrants. I will, however, provide you with overall statistics about the number of entrants and new social media followers if requested ahead of time.
- Giveaways are promoted on several sites and linkies, as well as through social media channels.
- Pretty Opinionated will not be held liable if you fail to fulfill your prize obligations.

Advertising Policies

- You are responsible for providing me with necessary items to place your ad. This includes links, graphics, and guest post content if applicable.
- Ads are non-refundable unless circumstances on my end require me to remove them.
- Payment must be made at the time the ad or post goes live. Unpaid ads will be removed, and unpaid sponsored content will be put back into draft or have the links removed until payment is made.
- Guest posts containing advertorial links require payment. Advertorial links are those that point to a for-profit site with commercial goods. Book authors are exempt from this fee.