



Advertising Rate Specifications Card for SocialWhirl.com and eBuzzNewsletter

Last updated: April 19, 2010

We welcome your participation in socialwhirl.com and eBuzzNewsletter!

No matter what your budget, we believe you'll find an advertising option that fits. You can maximize your advertising dollars and receive discounts when you bundle different advertising options: eBuzz, Dallas Scene and Be Seen, Entertaining+Culture+Arts and all other feature pages with banner ads, top of the page announcements, etc., over a period of one month increments.

**Contact us so we can help you decide which advertising options best meets your needs:
214.343.4402.**

Advertise:

Top of the Page: "Star Photo" on the Title Photo Banner (at the top of the page) linking to your website or event.

Next to the SocialWhirl.com logo: One of your photos appears with the others in the Title Photo Banner on the top of 5 pages. You choose which pages. If more than 5 pages are updated, your ad will appear on those pages at no extra cost to you. The only exceptions are the pages with sponsored Custom Star Banners.

200 x 150 pixels tall. We will help format the photo for you at no extra cost.

One week: \$150. One month: \$500.

Publish your Press Release, Announcement, with photo(s), image

Publish image(s) with announcement linking to your press release, .pdf, website, email, newsletter, etc. If we upload .pdf for you, it can be up to 5MB.

* Images two sizes: Social: 240 pixels tall by no more than 380 pixels wide.

Fashion or Tall Images can be up to 400 pixels tall no more than 300 pixels wide.

If you have other dimensions, contact us and we'll work with you.

* One image included. Add images: \$20 each up to 5 images total – depending on size.

* Announcement up to 150 words

* Term of publication: Two weeks.

* One or two more consecutive weeks after initial 2 week run (limit 2 more weeks) \$50 each consecutive week

* See placement specifics below:

Top of the Column Story/Announcement:

* \$200 (\$175 Non-profit)

* Top placement for first week, then is moved down as other placements are put on top chronologically.

Feature Story/Announcement:

* Appears under Top of the Column Announcement. Placement first come- first served.

* \$150 for Business and Non-profit

Headline Story/Announcement:

* Appears under Banner Ad: Middle of the Page or Feature Story. Placement first come- first served.

* \$75 for Business and Non-profit

Socialwhirl.com Party Pics Packages:

A. Publish one photo on our Party Pics page and we link it your Party Pics published on another website, SocialDirectConnect.com, Facebook, etc. 200 x 150 pixels tall.

* \$99 for two consecutive months. \$50 per month after that.

B. Spotlight Package

\$300 Business and Non Profit for one month. \$100 each month after that.

1. Publish your press release and up to 15 photos.
2. One photo published on 3 Pages: Party Pics page and Home page "Party Pics" header; Announcement and photo on Dallas Scene and Be Seen or eBuzzNewsletter. You choose.
3. Those photos link to the Party Pics page we create for you on SocialWhirl.com with your photos, press release, etc.

C. Gala Marquis Visibility Package

\$1,000 for publication for 4 consecutive months

Up to 3 related events or one major event.

1. Publication of up to 50 images (for example: 10 kick off, 10 sponsor party and pre-event and 30 gala images), event press release and invitation cover, organization logo, including major underwriters and sponsors names and links to their websites.
2. Link to your website and email from your Party Pics Pages
3. Publication of event press release and invitation cover, organization logo, including major underwriters and sponsors names and links to their websites. (Your organization supplies exact url link information).
4. Listing in "The List" Non Profit Org. or Business (links to your website and Party Pics pages)
5. When your organization secures a business sponsor(s) for this package, that business sponsor(s) will receive a left side skyscraper or top of the page banner ad on your party pics page, linking to their website, at no extra charge. They provide ad. See "Banner Ads" in Advertising Rate Card for specifics.
6. Announcement of your Party Pics included in one eBuzznewsletter.
7. Photo with link appears on Party Pics Page
8. Listed as "Feature Party" in Dallas Scene and Be Seen
9. A continuous running Party Pics scrapbook for 4 months or publish one event for 4 months. Sponsors would love this!
10. CD of an exact copy of your Party Pics Pages that appears just as they appear online. This CD can be viewed on MAC or PC using Microsoft Internet Explorer. For maximum impact, go online while you play the CD and impress your sponsors, showing them how it links to their website.
11. **Extra Option:** Customize the Top of the Page Banner with your own photos, logos, etc., or sell the ad to a sponsor to pay for the whole page. Here are the specifics:

Top of the Page: Custom Title Photo Banner:

Next to the SocialWhirl.com logo: Your choice of photos appears in the Title Photo Banner on the top of your own Feature Story page or Party Pics pages.

* 150 pixels tall either one photo or a series. Total width: 500 pixels.

* Stays published as long as your Party Pics or other Feature pages are published.

* This fee is in addition to the Features or Party Pics package.

* Four consecutive months at a time (matches well with the Gala Visibility Package): Add \$400.

Upcoming Events:

1. \$29.99 per week for as many weeks as you choose.

2. Photo or invitation cover on SocialWhirl.com Home Page "Upcoming Events" links to your website.
3. Ads in chronological order.
4. 200 pixels wide by 150 pixels tall. We'll help format your image at no extra charge, one time. More than one time, \$20 per submission.
5. Change out image, \$20 per change.

Banner Ads:

First come-first served for top, below menu and page bottom placement. More than one left side ad may appear on one page. More than one middle of the page ad may be on one page. Publish your invitation cover, book cover, magazine cover on a left side ad. It will link to your business or publication's website or .pdf, etc.

Format: It must be a valid Flash, GIF, JPG, JPEG, or PNG file. We advise making it no larger than 60 KB.

Published where: See each ad descriptions below for specifics.
For publication on more than 5 pages, add \$50 per week per page.

*** Page Top or Below Menu on SocialWhirl.com:**

\$300 per week or \$999 per month. Ad appears on 5 Feature pages. You choose.
Size: 728 x 90 pixels tall.
2 weeks receives 5% discount.
Weeks do not have to be consecutive but must publish within 60 days.
Can change ad each week.

*** Page Top on eBuzzNewsletter:**

\$100 per publication. Ad appears on one publication of eBuzzNewsletter and the web page.

*** Left Side Skyscraper:** \$250 per week or \$800 per month.

160 x 600 pixels tall or 200 x 600 pixels tall.
Published on 3 feature pages on SocialWhirl.com. You choose. Not available on eBuzzNewsletter.

*** Left Side Button:** \$100 per week or \$350 per month.

200 x 150 pixels tall. Published on 3 feature pages on SocialWhirl.com. You choose. Not available on eBuzzNewsletter.

*** Middle of the Page:** \$29.99 per week per page, for most pages.

This ad on the SocialWhirl.com Home Page, add \$100 per week
Published at the upper middle of the editorial column.
Size: 600 pixels wide by 90 pixels tall.

*** Big Button: \$75 per week or \$250 per month**

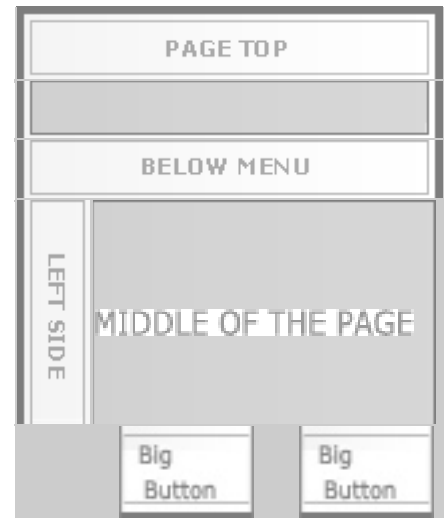
SocialWhirl.com: 3 Feature pages. You choose.

*** Banner ad suggestions:**

We can help you create the ad or create the ad for you. \$50 per ad. We suggest running an ad consistently on one page and changing its appearance often.

You can change your ad when you have a special announcement, sale, etc. once a day, once a week or whenever you want. Choose your dates.

All banner ad prices include one change. Extra changes, \$25 each.



eBuzzNewsletter:

eBuzzNewsletter is emailed to over 680 subscribers and is also published as its own web page on SocialWhirl.com for at least one week as "Current eBuzz" and another week as "Previous eBuzz."

Your Announcement or Story (up to 150 words) with image links to your press release or .pdf, newsletter, website and contact information. Downloads (.pdf files) can be up to 5MB each. Image: .jpeg or .jpg, up to 250 pixels tall by 600 pixels wide.

Details and benefits for all options listed here.

1. Top of the Page Story:

- * \$200 per publish date. (\$175 Non-profit rate)
- * Only one Top of the Page Story per newsletter.
- * Appears at the top of the page.

2. Feature Story:

- * \$150 per publish date. Same rate for non profit.
- * Only one Feature Story per newsletter.
- * Appears below Top Story.

3. Headline Story:

- * \$75 per publish date. Same rate for non profit.
- * More than one Headline Story can run in each newsletter. Placement is based upon first come-first served.
- * Appears below Feature Story

4. On Demand publication:

- * \$300 per story.
- (\$250 Non-Profit rate.)
- * A special one-time eBuzzNewsletter emailed to the entire mail list.
 - * You choose date, time, headline

Deadline:

- * On Demand items are due by 3:00 p.m. the day before publication.
- * All other items must be submitted and payment received by 5:00 p.m. the Friday before the newsletter is sent out the next week.
- * Receipt will be confirmed by email to verify timing.

The List:

- * Your organization/business name will appear on The List if you are a client of Adams Communications Public Relations or an Enterprise member of SocialDirectConnect.com.
 - * If you have the Gala Visibility Party Pics package, your organization/business will be listed on The List.
- or
- * Businesses or Non Profit Organization Listing: \$400 per year: Link to your website.
 - * Business listings by category (like the yellow pages).
 - * Non Profits listed alphabetically.

You don't have a website? Email us a .pdf of your newsletter or announcement and we'll link to it at no cost. You will have one year of visibility and a new web page to send clients to for information. If you want us to change .pdf links from one .pdf to another, \$30 each change.

Link Up:

Your name or announcement, graphic, (Personal, Business or Non Profit Organization) already appears on SocialWhirl.com and you'd like to link it to your website or email.

- * \$29.99 per page flat fee for most pages. Stays published as long as the advertised event.
- * \$100 flat fee if your name is linked from a Party Pics page, because it stays published longer.

Publish Videos or Vodcasts:

1. We tape and/or interview your CEO, VIP, and edit, publish video. You receive the original uncut DVD and finished product. Finished videos up to 10 minutes.
\$600 per interview. Published for one month.
\$100 every month after the initial run.

Top of the Page Banner Ad
eBuzzNewsletter Logo
Top of the Page Story
Feature Story
Middle Page Banner Ad
Headline Story
Headline Story
Big Buttons: Bottom of the Page

Optional: You supply video and links:

2. Video file size: up to 50 MB playing for up to 10 minutes You supply the already edited video or vodcast: File types: wmv, swf and we publish it: \$300 per month, includes announcement of 50 words and link to your website, contact info.
3. You Tube, etc.: If you already have a video or flash on a website, we'll link to it. Send us a .jpg image 150 pixels tall - no wider than 300 pixels - and we'll publish the image with a few words and we'll link it to your video: \$100 per month.

[Socialwhirl.com Sponsorships:](#)

Remember to print this page for reference. Unless an agreement is already signed, rates may change without notice. Last updated January 8, 2010.

1. Title Sponsor: You are Title Sponsor for a SocialWhirl.com and SocialDirectConnect.com VIP members and friends party:

Event takes place in your venue. You provide: Complimentary heavy hors d'oeuvres, wines and one or more wonderful raffle items worth at least \$200 altogether. Event benefits your favorite non profit or we choose a non profit. Raffle tickets are sold for \$10 each. Extras: A featured premium top shelf drink, a favor for each guest, VIP favors for VIPs.

We take Party Pics, Your VIPs included, publish on Socialwhirl.com Party Pics page; Dallas Scene and Be Seen, you receiving listing in The List. Contact us for detailed benefits.

2. Internet Media Sponsor: Socialwhirl.com is an internet media sponsor for your gala or special event:

\$5,000 Sponsorship value (no discounting) plus the full value of the Gala Visibility Party Pics package and any other extras. Your Party Pics are published on your own Party Pics page. Contact us for detailed benefits.

Party Photography Rates: \$250 minimum (includes 1.5 hour); \$100 per hour after first 1.5 hours.

You provide someone to take IDs. If we take IDs, add \$100 and we'll send you a Word document of the names typed up. Digital format: CD of images included

Prints of images, add: 4x6: \$.50 ea. 5x7: \$5 ea. (Postage and tax extra).

Hire our photographer to cover your event and receive complimentary 3 images and 100 words about your event published on a "Scene and Be Seen" page. Valued at \$150.

Payment and Agreements:

Contract required. All ads must be paid in full before publication. Email us your image and release and pay for your ad via PayPal with a charge card or deliver or mail your check made payable to SocialWhirl.com to:

Adams Communications/Socialwhirl.com
9545 Rocky Branch Drive, Dallas, TX 75243

Contact:

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