Affordable, content-rich ad units for opinion makers in the blogosphere
why blogads
We pioneered blog advertising in September, 2002. Since then, we've helped thousands of advertisers thrash their competition by engaging social media influencers through effective, affordable, social creative. Independent, personality-driven blogs are the building blocks of our business. We offer a do-it-yourself web application to help you find the perfect blogs, create a campaign, schedule, pay and track results. With the right blogs and the right ad creative, you can ignite passionate audiences into explosive conversations about your brand that still smolder and incite action long after your campaign has ended.
why blog advertising works best

In **traditional, hierarchical media** such as television, newspapers and radio, communication only **flows in one direction** – from the top down. As a result, their **crowds are ambivalent**, passively receiving information from the agenda setters **without desire to act** on it. No surprise, that when advertisers try to motivate those crowds to buy, their encouragement falls on **deaf ears**.

**Blogs**, however, feature **multidirectional communication**. Publishers may pick the topic, but the **passionate debate** around those topics that sustain these communities. The nature of the medium cultivates an **active crowd**. When you advertise on a blog, you join the debate as an equal member. How do you speak to your new group of **intelligent, highly-motivated, deeply-convicted** peers? We have an idea.
Our 3,500+ blogs include:

- Daily Kos
- Wonkette
- Barstool Sports
- inhabitat
- Dlisted
- lamebook
- CakeCentral
- MyJewishLearning
- Go Fug Yourself
- The Simple Dollar
- Modern Home
- Modern Baby
- Cute Overload
- Digital Inspiration
- Overheard in New York
- ScienceBlog
- True Blood Net
- Notes From The Outernet
- Frum Forum
- Trailer Addict
- delicious days
- AlterNet
- Y-F
- SmartMomPicks
- Largehearted Boy
- Mama Lisa's World Blog
- The Raw Story
buzz influentials with our blog hives

With over a hundred and fifty blogs and several million page views every day, if you want your ads to reach the influential people who forge the national progressive zeitgeist, this is the network for you, bar none.

This hive allows you to advertise straight to the core of the conservative movement — whether you're looking to target DC opinion-makers, or passionate conservatives rallying from across the country.

From Bronx to Brooklyn, from the local pizza shop to the 100-story skyscraper, the New York Hive hits New Yorkers in every corner of their technological, and social, lives.

The music hive is America's premier music blog network. With over 80 sites and 10 million monthly impressions, the Music Hive has the readership you need to get the word out, and the focus to target in on an avid music audience.
Welcome book publishers and authors! You have come to the right place to **connect with avid readers**! This Hive includes a well-rounded set of opinion-makers, who speak to a diverse audience of influentials with a passion for reading.

Connect with an audience of **travelers, vacationers, and business-trip goers**, by advertising on some of the best independent travel blogs, conveniently brought together under one umbrella.

The Gossip Blogads Network taps into Hollywood and New York celebrity and entertainment headlines, personalities, scandals and industry buzz. It's the smartest way to reach over 2.5 million **trend-setting and buzz-generating readers** every week.

Our **most tech-savvy readership** congregates on the sites in this hive. You can find anyone from IT professionals, to trendsetting consumer gadget lovers. Either way, you win.
With over 130 members, and 11 million monthly impressions, the Environment and Sustainability hive has the readership you need to get the word out, and the focus to target in on an avidly green audience.

Reach millions of savvy moms & dads weekly with the Baby & Parenting BlogAds Network, with over 85 sites to choose from. Surveyed readers of parenting blogs are mostly female 31+, highly educated, and love to shop!

Connect with an audience of travelers, vacationers, and business-trip goers, by advertising on some of the best independent travel blogs, conveniently brought together under one umbrella.

The Gay blogads hive is a rallying point for LGBT activists from across the country. The sites in this hive work hard and play hard, as impactful LGBT news and views are discussed and dissected alongside anything entertainment.
ad unit offerings
This is how you reach them. No, not reach them – give them something they’ll talk about. Our ad units resemble blog posts and are customized to each blog’s theme. Engineered to induce conversation, our blog advertisements outperform other ad units in social media.

The simple image attracts eyes and piques curiosity. The blog-like text inspires thinking and discussion. Multiple unique text hyperlinks increase the click-through rate. There’s beauty – and return – in the simplicity of Blogads.

“I love using the Blogad combination of image and link-filled text. Blogs are filled with opinion, news, debate, links, humor, passion, information, factoids, personality – compared to all this, traditional IAB units are way too limiting for blog advertising.”

– Beth Kirsch, Audible.com
ad specs

**hi-rise**
- Dimensions: 160px by 600px
- File size: 35kb jpeg/gif or 70kb flash/video (YouTube or Vimeo)
- Body Text: 300 characters

**standard**
- Dimensions: 160px by 300px
- File size: 16kb jpeg/gif or 32kb flash/video (YouTube or Vimeo)
- Body Text: 300 characters

**mini**
- Dimensions: 160px by 100px
- File size: 5kb jpeg/gif or 10kb flash/video (YouTube or Vimeo)
- Body Text: 100 characters

**all ad units**
- Immediately adjacent to the blog’s content to create a firm association between the writing readers come to read and your message.
- **Headline:** 32 characters
- **Share of Voice:** 100%, rotating in a column
- **Schedule:** 1 week to 3 months
- **Cost:** time-based, flat fee set by bloggers
- **Effective CPM:** $0.06 to $5.00
- **Sharing:** Twitter “Tweet This” button
Great for **big-hit, high visibility** messaging, these banner units can be **geotargeted** on certain blogs. SOV from 10% to 100%.

**leaderboard**
Dimensions: 728px by 90px  
File Size: 40kb jpeg/gif or flash  
IAB Standard Ad Unit

**rectangle**
Dimensions: 300px by 250px  
File Size: 40kb jpeg/gif or flash  
IAB Standard Ad Unit

**square button**
Dimensions: 125px by 125px  
File Size: 30kb jpeg/gif or flash  
IAB Standard Ad Unit

**half page**
Dimensions: 300px by 600px  
File Size: 40kb jpeg/gif or flash  
IAB Standard Ad Unit

**marquee**
Dimensions: 728px by 290px  
File Size: 40kb jpeg/gif or flash
The **adverpost** is designed to look like a blog post and offers a **large picture** with plenty of text to insert **clickable links**. These ads are generally 2nd post, fixed-placement, and may include a **video** or **widget**.

File types: 40kb jpg/gif/flash/video
SOV: 10% to 100%

Classic Adverpost: 200x400 + 500 characters of text

Large Adverpost: 400x400 + 1,000 characters of text

Cost: time-based, flat fee set by bloggers
If you can imagine it, we can build it. From skins to advertorials to never-before-seen social media units, our designers and developers can craft tactics that make campaigns.

**Site skins** allow for the kind bold placements that are perfect for major branding campaigns.

Engage and entertain readers with **interactive widgets** – built to your campaign’s custom specs.

A high-impact content integration, **adverposts** may include video or widgets and run in a fixed position as the second post.

Tap into a blog’s **twitter community**! Build ads with reader-generated creative that you moderate.
This ad unit streams tweets from Twitter accounts and blog posts from advertisers’ XML or RSS feeds. Updates hourly in real time for heightened reader engagement.

"The Blogad tactic that kicks ass for us is the RSS ad. We generally get three times the click-rate. For one candidate, our supporters were using the ads to get news about the campaign. We even got complaints when the ads stopped running!"

— Kari Chisholm, President Mandate Media
In-unit playability allows readers to watch your video content without being directed away from your messaging. Just provide your YouTube or Vimeo link instead of an image file.

"Video promotes more engaging ad content... it has a 5x to 6x higher yield than display advertising.”

-- Josh Wepman, GCA Savvian VP

APSCU pushed its viral Fighting Salmon video with video ads across the Liberal Blogads Network.

9MM impressions
3240 video plays
957 clicks
In-unit share button allows readers to share your message on Twitter. Enter 120 characters of your choice for easy re-tweeting.

There are over **106 million** accounts on Twitter. The number of Twitter users increases by **300,000** every day and receives over **3 billion** requests, generated by more than **180 million** unique visitors.

**Obama for America announced its 2012 reelection campaign with Tweetable Ads across the liberal blogads network.**

**Stats**
- 150-300 tweets
- 2,500-5,000 clicks
- 5,000,000-10,000,000 impressions

**President Obama is in for 2012. Are you?** http://ofa.bo/ba2012 #obama2012
comprehensive campaign strategizing

Blogads transforms your client’s unique strengths and objectives into revolutionary online executions, including custom widgets, social media inclusions, and built-to-suit ad units. Our intimate knowledge of blogs grants us the foresight and insight to help you conceive, plan, and execute memorable campaigns.

the process

• Our dedicated project manager guides your campaign from start to finish.
• Hold kick-off meetings, frame and direct the project, and establish success metrics.
• Our time-tested methods ensure no assumption is unarticulated, no deliverable forgotten.
• Regular status meetings and updates ensure your project stays on track and desired results are achieved.
campaign management
tips on blogad creative

less polish means more clicks

good blogads...

• offer multiple links affixed to interesting words.
• feature a compelling, human image.
• look handmade, DIY style.
• create tension and maintain it on clickthrough.

bad blogads...

• supply no links.
• carry predictable, artificial images.
• appear glossy, slick and overproduced.
• tell the whole story, including the ending.
These ads for NBC Dateline show how tiny changes in your creative can vastly impact reader response.

Our versions page allows you to rotate different ads through a single campaign. Create as many iterations as you like, set share of voice and choose flight days within your campaign. Think of it as a content management system for your creative.

There’s no longer any need to guess what hits your target. You can adapt your strategy on the fly and maximize clicks.
Monitor all your views and clicks with running campaign-wide and by-blog metrics.

### Statistics by blog

<table>
<thead>
<tr>
<th>Subscription ID</th>
<th>Blog</th>
<th>Price</th>
<th>Start Date</th>
<th>Clicks</th>
<th>Views</th>
<th>CTR (%)</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>52185716</td>
<td>AWP - Network: AboutThePlanet.com</td>
<td>$48.00</td>
<td>2009/05/04</td>
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<td>19517</td>
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<td>$0.44</td>
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<td>52185604</td>
<td>Daily Tots: the weblog for new dads; sidebar right</td>
<td>$100.00</td>
<td>2009/05/04</td>
<td>357</td>
<td>60020</td>
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<td>52185705</td>
<td>EcoStreet: left sidebar</td>
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<td>6772</td>
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<td>52185704</td>
<td>Ecolo: Right Hand Sidebar - Above the Fold</td>
<td>$80.00</td>
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<td>8585</td>
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<td>52185702</td>
<td>Environmental Economics: Top of right column</td>
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<tr>
<td>52185706</td>
<td>Fake Plastic-Shell: Top of Left Column</td>
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<td>46</td>
<td>5843</td>
<td>0.79%</td>
<td>$0.65</td>
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<tr>
<td>52185700</td>
<td>GardenPlant: Right sidebar</td>
<td>$50.00</td>
<td>2009/05/04</td>
<td>29</td>
<td>22795</td>
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<td>$1.28</td>
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<td>52185695</td>
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<td>52185600</td>
<td>GetOutdoors Outdoor Blog: Standard</td>
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<td>52185610</td>
<td>Great Green Gadgets: Standard</td>
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<td>Green &amp; Clean Mom: Sidebar under recent comments and tags</td>
<td>$20.00</td>
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<td>18</td>
<td>2932</td>
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<td>52185684</td>
<td>Green Mom Finds: Right Sidebar</td>
<td>$30.00</td>
<td>2009/05/04</td>
<td>12</td>
<td>2946</td>
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<td>52185609</td>
<td>Greenpadics.org: PREMIUM (Top, Right Sidebar)</td>
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<td>71</td>
<td>20815</td>
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<td>Inhabitat: Middle ads, right column</td>
<td>$60.00</td>
<td>2009/05/04</td>
<td>262</td>
<td>549962</td>
<td>0.05%</td>
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<td>52185687</td>
<td>Kentucky Progress: Standard</td>
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<td>2009/05/04</td>
<td>3</td>
<td>2760</td>
<td>0.10%</td>
<td>$10.00</td>
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<tr>
<td>52185696</td>
<td>MetaEfficient Reviews: Top Right Column</td>
<td>$100.00</td>
<td>2009/05/04</td>
<td>131</td>
<td>51350</td>
<td>0.32%</td>
<td>$0.52</td>
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<tr>
<td>52185717</td>
<td>Really Natural: Standard</td>
<td>$65.00</td>
<td>2009/05/04</td>
<td>22</td>
<td>9792</td>
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<td>52185602</td>
<td>Right Wing News: Right Wing News Left</td>
<td>$90.00</td>
<td>2009/05/04</td>
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<td>52185681</td>
<td>Sustainable Is: Good; Middle ads, right column</td>
<td>$20.00</td>
<td>2009/05/04</td>
<td>8</td>
<td>5837</td>
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<td>52185688</td>
<td>The Good Human: Right Column, Next To Content</td>
<td>$55.00</td>
<td>2009/05/04</td>
<td>59</td>
<td>18871</td>
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<td>52185672</td>
<td>The Good Life: Top of left column</td>
<td>$35.00</td>
<td>2009/05/04</td>
<td>17</td>
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<td>The Kentucky Democrat: Top of the sidebar</td>
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<td>$25.00</td>
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<td>52185663</td>
<td>WordPress: Best Value: Right Sidebar, All Pages</td>
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<td>68</td>
<td>97403</td>
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<td>Workette: Standard</td>
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<td>2009/05/04</td>
<td>656</td>
<td>871811</td>
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<td>52185697</td>
<td>You Grow Girl: Standard</td>
<td>$80.00</td>
<td>2009/05/05</td>
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<td>50277</td>
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<td>2009/05/04</td>
<td>103</td>
<td>28779</td>
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<td>2009/05/04</td>
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<td>4160</td>
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<td>52185613</td>
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<td>2</td>
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<td>$5.00</td>
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<td>52185699</td>
<td>michellenakin.com: Standard Bugged - Botted Right</td>
<td>$375.00</td>
<td>2009/05/04</td>
<td>333</td>
<td>1615469</td>
<td>0.02%</td>
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### Statistics by version

<table>
<thead>
<tr>
<th>Version (link to preview creative)</th>
<th>Creation Date</th>
<th>Clicks</th>
<th>Views</th>
<th>CTR (%)</th>
<th>CPC</th>
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<td>910052913</td>
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<td>05516</td>
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### Statistics per day

<table>
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<tr>
<th>Date</th>
<th>Mon</th>
<th>Clicks</th>
<th>Views</th>
<th>CTR</th>
<th>CPC</th>
</tr>
</thead>
</table>
how to upload ads

step one: select blogs

step two: design ad

step three: go live!

Our step-by-step video tutorial takes you from “I’m confused!” to “Ad’s placed!” in 4 minutes, 10 seconds.
happy clients include

- SONY
- LIONSGATE
- SciFi
- abc
- UNIVERSAL
- MNSNBC
- Budget
- Chevron
- Sierra Club
- Svedka
- CNN
- Expedia.com
- FOX
- ACLU
- GE Aviation
- Doritos
- American Greetings
- AFL-CIO
- McGraw Hill
- SEIU
- Wiley
- ModCloth
- PBS
what they’re saying

“Blogads makes sense for almost any advertising campaign. It’s an affordable, easy-to-use means of communicating with the audiences that matter most. We’ve found that it gives us the biggest bang for our advertising buck.”

– Nick Berning, Friends of the Earth

“Blogads lives up to their promise. Our ads are routinely editorialized and picked up by other bloggers, and we’ve seen more people who click-through, participate in our campaigns by entering contests, taking action, or forwarding on than our ads on any other advertising platform.”

– Joel Bartlett, PETA

“Advertising with Blogads is a terrific, cost-effective way to reach opinion leaders inside and outside the beltway.”

– Charles Territo, Auto Alliance

“The blog culture targets an audience that regular online campaigns cannot – real people talking to real people. Bloggers offer an authentic word of mouth. It’s a discussion, not just yelling into a crowd.”

– Tiffany Srisook, American Apparel

“Blogads offers a high ROI as compared with magazines, TV advertising, and other Internet ads. We believe it to be one of the most effective sources to drive traffic and sales, as well as being an excellent way to establish brand awareness.”

– Amy Reed, Chickdowntown
thank you!

We would love to hear from you –

Email us at blogads-sales@blogads.com
or call (919) 636-4551
Find us on the web: blogads.com,
Facebook: facebook.com/blogads, and
Twitter: twitter.com/blogads.