

A Strong, Growing & Underserved Market

SingleMindedWomen.com is “the” destination for information, community activities and inspiration that fuels the single woman lifestyle. SingleMindedWomen.com is the core product of Single Minded, LLC, a company devoted exclusively to the informational and entertainment needs of single women.

- The US Census shows 4.4 million female heads of household, with no husband present, who make more than \$35k/year. In addition, it shows 12 million non-family households whose members make over \$35k/year.
- In 2007, for the first time in history, the majority of American women were found to be living without a spouse. Presently, 46% of men live without a spouse while 51% of women do.¹
- The age at which women marry has been increasing since the late 1970s. Today half of women marry for the first time after age 25.¹
- Today, there are more single-parent families (30%) than two-parent/one-earner households.¹
- Over 57% of single women currently own their own homes and live fully independent lives.²
- Among the over 17 million women who live alone, spending peaks in the 25-54 age group.³
- In 2003, women accounted for \$55 billion of the \$96 billion spent on electronic gear.³
- The real median earnings of women age 15 and older who worked full-time rose 3.5% between 2000 and 2001. Men with similar work experience did not experience a statistical change in earnings.⁴

1. *Disappearing Act: The Vanishing American Family*, by Doug Anderson, EVP, Research & Development, Nielsen Homescan & Spectra
2. *Marketing To Single Women*, by Laura Lake, About.com
3. *Surprising Statistics on Women and Money*, Stockton's Woman's Network
4. *Poverty Rate Rises, Household Income Declines*, Census Bureau Reports

Created By Women. For Women.

Conceived, designed and managed by single women, SingleMindedWomen.com was created for a large yet underserved market: happy, professional, self-actualized, single women aged 25 to 54. Typically, these women focus on improving the quality of their life by utilizing proactive approaches to personal growth and by working and playing smart. They represent a large group of educated, empowered, savvy consumers that historically, have been overlooked by mass-market advertising.

SingleMindedWomen.com's Target Audience

- Female
- Single (*never married, divorced, single mother, widowed*)
- Professional
- Homeowner
- College or post graduate education
- 25-54 years of age
- Individual income of \$50,000+

Reader Testimonials

"Finally a web site for single women of all ages!"

— *Laura L., New York, NY*

"My husband recently passed away after just 7 years of marriage. I am now raising two children under the ages of 4 alone. Thanks to SingleMindedWomen.com, I now have a resource to help me cope with the challenges of being a single mom."

— *Christine D., Reading, MA*

"I agree with your article, 'My So-Called Life . . . On TV'. I, too, have always thought that the way women were depicted on TV can sometimes hit the mark (like Pam, in THE OFFICE) or go too far off kilter. Reality TV isn't very real, and we look to identify with fictional characters. Wouldn't it be wonderful if both were more realistic?"

— *Terri G., Houston, TX*

"I shared your article "Your Aging Parent, and You" with my mom. It opened up the first real discussion we've had on the topic of how to deal with the future. Thanks, SMW, for some insights that resonated with both of us."

— *Beth P., Bakersfield, CA*

"I so TOTALLY relate to this question! My last boyfriend lived with his mom, and she ALWAYS came first. I wish I'd read this earlier."

— *Lori R., Henderson, NV*

Advertising Opportunities

SingleMindedWomen.com offers a variety of choices for ad size and placement. For a limited time, ad buys on SingleMindedWomen.com can be sold with exclusivity (i.e. no rotation of ads per ad spot). In addition, ads are currently billed on a monthly display basis instead of on CPM. SingleMindedWomen.com will report page view statistics and user demographic data for the site as a whole to advertisers as part of the cost of ad placement. SingleMindedWomen.com offers the following ad types:

- Premium advertising (header, homepage, channel home pages)
- Targeted advertising spots (article specific advertising)
- Rotating ads (for any advertising spot without an exclusive contract)
- Video sponsorship
- Newsletter ads

Ad Sizes

- Leaderboard 728 x 90
- Full banner 468 x 60
- Rectangle 180 x 150
- Skyscraper 160 x 600
- Video 350 x 282
- Special offer (text) 375 chars.



Ad Sizes & Placements

Site Wide:

Full banner in web site header

- Seen on every page (placed in header above navigation; right justified)
- 468 x 60 (horizontal)

Home Page:

Leaderboard ads

- Seen on homepage and site information pages (about us, editors, newsroom, site map, contact us)
- 728 x 90 (horizontal)

Right hand column rectangle ads

- Seen on homepage and site information pages (about us, editors, newsroom, site map, contact us)
- 180 x 150 (horizontal)
- 160 x 600 (skyscraper)

Video ad

- Seen on homepage
- 350 x 282

Channel Specific:

Leaderboard ad

- Seen on a specific channel home page (placed below channel header graphics)
- 728 x 90 (horizontal)
- May purchase ads across all channels, or per channel

Right hand column rectangle ad

- Seen on all pages in a particular channel
- 180 x 150 (horizontal)
- 160 x 600 (skyscraper)
- May purchase ads across all channels, or per channel

Article Specific:

Full banner ad

- Seen on all pages for a particular article
- 468 x 60 (horizontal)

Right or left hand column rectangle ad

- Seen on all pages for a particular article
- 180 x 150 (horizontal)
- 160 x 600 (skyscraper)

Resources Page:

Full banner ad

- Seen on all pages for a particular article
- 468 x 60 (horizontal)

Right or left hand column rectangle ad

- Seen on all pages in the Resource section
- 180 x 150 (horizontal)
- 160 x 600 (skyscraper)

Special Offers Page:

Full banner ad

- Seen on all pages for a particular article
- 468 x 60 (horizontal)
- 160 x 600 (skyscraper)

Right or left hand column rectangle ad

- Seen on all pages in the Special Offers section
- 180 x 150 (horizontal)

Blog Sponsorship:

- Seen on all pages in a particular blog
- 468 x 60 (horizontal full banner, at top of content area)
- 180 x 150 (horizontal rectangle, in right or left hand columns)

Newsletter Sponsorship:

- Seen on all pages in an issue of the SMW electronic newsletter
- 728 x 90 (leaderboard banner, at top of newsletter)
- 468 x 60 (horizontal full banner, at top of content area)
- 180 x 150 (horizontal rectangle, in right or left hand columns)

Special Offers Text Ads:

- Can be placed on any page
- May purchase ads across all channels, or per channel
- Headline limit of 75 characters. Body limit of 300 characters.

Sponsored Columns:

- Yearly Sponsorship Packages for specialized monthly editorial columns
- Includes 555 x 71 banner advertisement (horizontal) w/ premium positioning, highly visible sponsorship credit.

Ad Sizes & Placements Quick Reference Guide

	Leaderboard 728 x 90	Full Banner 468 x 60	Rectangle 180 x 150	Skyscraper 160 x 600	Special Offers Text	Custom 555 x 71	Video 350 x 282
Site Wide:		✓ \$350/mo	✓ \$260/mo	✓ \$350/mo	✓ \$100/mo		
Home Page:	✓ \$500/mo		✓ \$260/mo	✓ \$350/mo	✓ \$100/mo		✓ \$3,000/mo
Channel Specific:	✓ \$500/mo		✓ \$260/mo	✓ \$350/mo	✓ \$100/mo		
Article Specific:		✓ \$350/mo	✓ \$260/mo	✓ \$350/mo			
Resources Page:		✓ \$350/mo	✓ \$260/mo	✓ \$350/mo			
Special Offers Page:		✓ \$350/mo	✓ \$260/mo	✓ \$350/mo			
Blog Sponsorship:		✓ \$350/mo	✓ \$260/mo				
Newsletter Sponsorship:	✓ \$500/mo	✓ \$350/mo	✓ \$260/mo				
Sponsored Columns:						✓ \$500/mo w/1yr. contract	

**Additional fees will apply for premium placement and exclusivity for non-rotating ads*

Ad Specifications

Accepted File Formats (all artwork must be submitted in RGB color format):

- JPG
- GIF
- FLA
- Please contact us for information on the availability of HTML or video ads

Animations:

- JPG & GIF animations limited to 4 frames
- Flash files must be 20mb or smaller

Accepted File sizes:

- Leaderboard 728 x 90
- Full banner 468 x 60
- Rectangle 180 x 150
- Skyscraper 160 x 600
- Video 350 x 282
- Special offer (text) 375 chars.

Ad Submission Instructions

By email:

allisono@singlemindedwomen.com

Ad Rates

Below are generic ad rates (gross). For multiple schedule information or custom ad packages, please contact us.

- 728 x 90 leaderboard banner \$500/mo
- 468 x 90 full banner \$350/mo
- 160 x 600 skyscraper ad \$350/mo
- 180 x 150 rectangle \$260/mo
- 350 x 282 video ad \$3,000/mo
- Special offer text ad \$100/mo
- Sponsored column \$500/mo with a 1-year contract

Premium Placement & Exclusivity Fees

Premium placement fees (gross):

- Header full banner \$350
- Homepage top leaderboard \$250
- Homepage bottom leaderboard \$200
- Homepage skyscraper \$250
- Homepage rectangle \$200
- Channel home page leaderboard \$250
- Channel home page rectangle \$200

Exclusivity fee (gross)

- Double ad price, -10%

Maximum number of ads per spot rotation

- Limited to 3

About SMW CareerTalk

SMW CareerTalk provides employers with an opportunity to literally talk about their organizations in the context of career opportunities for single women. Participating employers will be interviewed and these interviews will be shared via podcasts and/or video on SingleMindedWomen.com's Career channel for 12-months.

"We are pleased to offer employers this Web 2.0 advertising opportunity on SingleMindedWomen.com's Career channel. Employers that have a lot to offer single women now have a way to reach out to these job seekers. Meanwhile, for the women themselves, SMW CareerTalk is a great career search tool that will help them make better employment decisions," says Allison O'Connor, co-founder of SingleMindedWomen.com.

Advertising Options

- **Corporate Profile (text only):** \$299 per/year
- **Podcasting with Corporate Profile (text):** \$750 per/year. Includes one 10-minute podcast interview conducted by a SMW representative.
- **Video with Corporate Profile (text):** \$975 per/year. Assumes use of existing 5-minute corporate video. Video production available through SingleMindedWomen.com partner; Corp Shorts (www.corpshorts.com). Price to be determined.
- **Video and Podcasting, with Corporate Profile (text):** \$1500 per/year

Mechanical Requirements

- Corporate Profile: 500 words, company logo, contact info, link to corporate web site, 2 photos.
- Video file (5 min. max)
- Audio interview (approx. 10 min.)

Terms

All profiles will be listed on SingleMindedWomen.com for 12 months in the CareerTalk Section of SingleMindedWomen.com's Career Channel. Each advertiser will receive a minimum of one rotation on the main page of the Career channel on SingleMindedWomen.com as a highlighted company. Additional charge of \$199 for inclusion in bi-monthly SingleMindedWomen.com e-newsletter. All rates are net.

SMW Advertising Contact
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