

MEDIA KIT

Use This template to get started on developing your media or press kit.

Website

Contact Information

Name:

Company:

Email:

Phone Number:

Overview & Mission

Target Audience

SOCIAL PROFILES

NETWORK	URL	FOLLOWERS
INSTAGRAM		
PINTEREST		
TWITTER		
FACEBOOK		
YOUTUBE		

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Rates & Opportunities

Audience and Demographics (age, gender, income, education)

SPONSORED BLOG POST

PACKAGE	DETAILS	LEAD TIME	RATE
A	SINGLE BLOG POST		
B	BLOG POST + SOCIAL SHARING		

SOCIAL MEDIA ADVERTISING

NETWORK	PROFILE	PRICING	RATE
INSTAGRAM		PER POST	
TWITTER		PER TWEET	
FACEBOOK		PER POST	
YOUTUBE		PER REVIEW/MENTION	

WEBSITE ADVERTISING

AD UNIT	DIMENSIONS	PRICING	RATE
Leaderboard	728x90	CPM	
Medium Rectangle	300x250	CPM	
Skyscraper	160x600	CPM	
Other Ad Unit	300x600	CPM	