

Category Sample Sales Sheet

Welcome to the platform designed to reach the audience you need.

The {media partner name} has the market-leading **interactive local experience**, and we'd like to help you **capture this segment** of highly-motivated young adults who are **passionate about their community**.

In a nutshell

The {media partner name} is launching a new online photo/social web experience called {CaptureAreaName}. {CaptureAreaName} is an online photo contest with huge ambition. Users register for free, then upload tens of thousands of photos to be voted on. Millions of votes are cast by thousands of users, with the highest-rated photos winning prizes and being included in various print products throughout the year. The result? A super active community of local folks who are passionate about their community. Put your brand in front of this audience as a {CaptureAreaName} category sponsor.

What is a category?

A category is a grouping of similar photos on the {CaptureAreaName} web site. It's the jump-off point for users as they get into voting for photos. It's also where you want your brand to be: front-and-center for a captive audience.

Mass activity

In terms of pageviews, we've got a load of them to deliver to your brand. But more than untargeted, raw pageviews, our traffic is interactive in nature. Users spend more than 10 minutes on the site daily – voting for more than 20 photos each visit, commenting on other users' photos and sharing the site on Twitter and Facebook.

Taking your brand viral

Because users want more votes for their photos, they use our Twitter and Facebook integration to reach out to their friends and ask them to get involved in the project. For example, Facebook/Twitter referrals account for nearly 50% of new visits to {CaptureAreaName}. That means your brand reaches new people in new ways, virally.

What do you get?

A category sponsor secures a number of unique advertising opportunities in the {CaptureAreaName} project. Check out the list below and the visual snapshot for more details. A category sponsor gets:

- Exclusive ownership of a single category.
- Hard-wired branding on category home page (Sponsored by {logo}).
- Link to your web site in lead header on category home page.
- Category home page ad slot roadblock (100% of impressions).
- Dominate category photo page ad presence (50% of impressions).
- Your name, 30-word bio and web site in printed products (e.g. book).
- [Determined by media partner] A dedicated {media partner name} ad campaign (see {media partner name} campaign sheet for more info).

A package deal

A {CaptureAreaName} category sponsorship is a great start to a well-conceived marketing campaign. Fortunately, we're in the business of crafting complete marketing strategies for businesses like yours. Because we're excited to have you on board as a {CaptureAreaName} category sponsor, we're packaging {media partner name} promotion with your {CaptureAreaName} category sponsorship, and offering it together at a great value.

A simple pricing table

With more than 30 categories to choose from, you'll find the perfect opportunity for a targeted sponsorship. You can even sponsor more than one category if you'd like! The pricing schedule below is based on commitment length. Check out the list of available categories to pick your sponsorship and the visual snapshot for more details.

| LENGTH | PRICE |
|---------------------------------------|----------------------|
| 2 MONTHS <i>minimum commitment</i> | \$2,000/MONTH |
| 3-5 MONTHS | \$1,550/MONTH |
| 6-9 MONTHS | \$1,350/MONTH |
| 10-12 MONTHS | \$1,000/MONTH |

All prices per month.

Make category targeting work for your brand.



Artistic

- Abstract
- Architecture
- HDR Imagery



Fun

- Food
- Recreation
- Sports
- Entertainment
- Music



Other Stuff

- Still Life
- Transportation
- Landmarks



Animals

- Pets
- Farm Animals
- Zoo Animals
- Wildlife



Life

- School
- Campus Life
- Industry
- On the Job
- Farming



People

- Children
- Friends & Family
- Portraits



Events

- Celebrations
- Festivals
- News-worthy



Nature

- Plants
- Flowers
- Insects
- Weather



Scapes

- Cityscapes
- Landscapes
- Waterscapes

A visual snapshot

VOTE FOR THE BEST

Users vote for their favorite photos across your category. Our algorithm determines the best from the rest and features them on your category home page.

HARD-WIRED LOGO/BIO

Your logo and bio are presented first on the page, showing users your brand and a bit about who you are.

CONNECT THE COMMUNITY

Users share their photos on Facebook, Twitter and via email. Your brand is put in front of new eyeballs at an amazing rate.

HARD-WIRED NAME/LINK

Users see your sponsorship front and center. The button links to your web site or special offer.

DOMINANT AD IMPRESSIONS

Your ads are the only ads to appear your on category home page – 100% of ad impressions!

IMPRESSIONS GALORE

Your ads occupy 50% of all ad impressions on photo pages that fall within your category.



A RICH USER EXPERIENCE

The experience starts simple, but users quickly find themselves addicted to voting, sharing their love of photography with the community and spending countless hours interacting with your brand.