

SPONSOR VISIBILITY

Visibility in Review's online and email publications combined offers donors more than 20,000 potential impressions each month. To acknowledge a financial contribution, sponsors receive commensurate visibility in Review's online and/or email publications. Sponsors also are acknowledged in all published lists of Review's supporters. Sponsors are encouraged to explore additional creative ways to meet their marketing and philanthropic objectives. Contact Review's development associate at jess@ereview.org.



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CHOOSE YOUR VISIBILITY

ONLINE: Launched in August, 2008, Review's online magazine already attracts more than 4,200 visitors each month. Detailed Web site traffic tracking features offer sponsors proven, measurable visibility. Review's expanded online magazine, launched in November, 2009, will reach and impact more people than ever before.

EMAIL: Review sends an average of 10 email blasts each month to its list of more than 1,500 opt-in email recipients. Like Review's online sponsorship, emails offer proven, measurable visibility to sponsors.

PLEDGE PAYMENT

Review will provide a Pledge Agreement documenting sponsorship, a Pledge Statement for processing payment, and a mailed reminder of commitment. As a not-for-profit venture, Review depends on timely receipt of its pledged support! Pledges may be paid in full or on a monthly basis by check or credit card. To pay online with a credit card, please visit <http://www.ereview.org> and click the paypal "donate" button in the lower left corner of the home page.

PLEDGE LEVELS (includes size specs, dimensions in pixels)

Sponsors at the following giving levels are acknowledged in Review in a way commensurate with pledged support. Feel free to ask about donation levels for custom sizes and placements!

ONLINE MAGAZINE: 6 MONTHS MONTHLY \$1,250 \$250 Leaderboard (top): every page 728 x 90* <small>*(Leaderboard not available until January 2010)</small> \$750 \$150 Side Bar: Home Page and Article Pages 125 x 125	EMAIL: SIDEBAR 125 x 125 6 MONTHS MONTHLY \$750 \$150
ONLINE MAGAZINE + EMAILER SIDE BAR: 6 MONTHS MONTHLY \$2,000 \$350 Leaderboard: every page 728 x 90* <small>*(Leaderboard not available until January 2010)</small> \$1,500 \$275 Side Bar: Home Page and Article Pages 125 x 125	ADDITIONAL SPECS FOR ALL ARTWORK <ul style="list-style-type: none">• 72 ppi at actual size• .jpg, .bmp, .png or .gif• RGB color space• layers flattened• animated .gifs also acceptable

ACKNOWLEDGEMENT CONTENT

May include the following information:

- logo and tag line
- mission and vision
- products and services (words and images are encouraged)
- telephone number and web site
- interest in supporting Review's mission/vision

May NOT include the following information:

- Any "call to action" or other direct inducement to use Donors' products and services
- Comparative or superlative words, or other indications of savings or value such as price, discount or other financial information
- Endorsements

DEADLINES: Please submit artwork 5 business days before your ad is scheduled to appear on the site or emailer.

NOTE: If you would like *Review* to create your artwork, an additional one-time fee of \$100 per design will apply.