

# DetroitHomeMag.com

## ONLINE MEDIA KIT

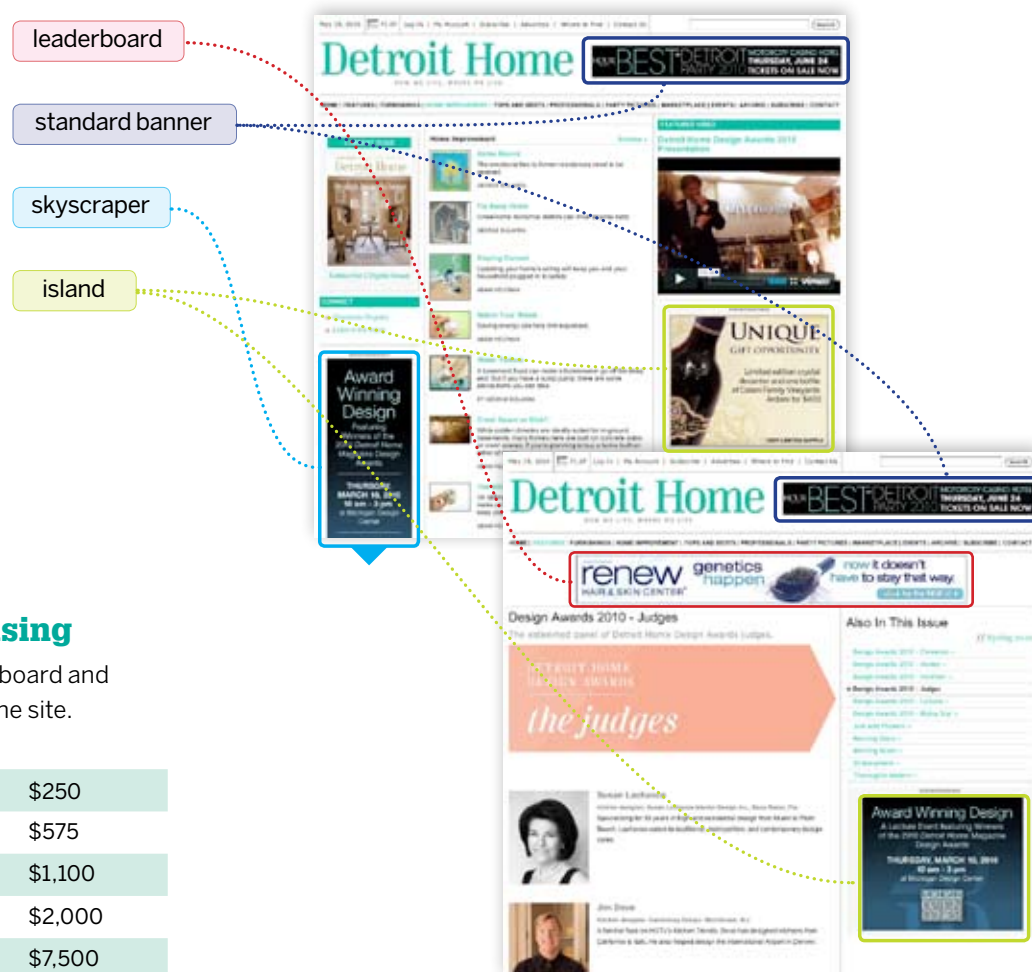


## detroitmemag.com

Your online glimpse into Detroit's most beautiful and interesting homes.

**detroitmemag.com** will inform and entertain with a wide variety of topics, including gardening, architecture, residential history, floor plans, neighborhoods, garden design, entertaining, how-to advice, materials, and the latest home products and trends. Voices of experts – local talent with national-quality ideas – are a common thread throughout. And because homes are for living, we explore lifestyle issues that affect and enhance everyday domestic life.

Affluent homeowners are the target online users of **detroitmemag.com**. They might be designing the ultimate kitchen, building a dream home, or sowing a backyard garden paradise. Whatever the project, **detroitmemag.com** is the online resource for metro Detroiters.



### Display Advertising

Rotating banner, leaderboard and island ads throughout the site.

10,000 Impressions	\$250
25,000 Impressions	\$575
50,000 Impressions	\$1,100
100,000 Impressions	\$2,000
500,000 Impressions	\$7,500

## Top Local Resources

**Top Local Resources** is the 2.0 on-line directory that will put metro Detroiters and visitors to our region in direct contact with local businesses.

From Basic to Premium listings, each advertiser will have their own presence on one of metro Detroit's most utilized websites. The search power of the "Detroit Home" brand will increase each individual's search status. Enhanced and Premium listing features will allow users and businesses to connect directly on a meaningful basis, while photo gallery and video enhancements will illustrate the premium value of the advertiser. Listings are sorted according to geographical location, with elevated listings gaining prominent placement.

### Resource Guide Packages

**Basic** \$50/month

#### Media

- » One (1) photo.

#### Additional Features

- » Category section
- » Business description
- » Directions via Google Maps

**Enhanced** \$95/month

#### Media

- » Five (5) photos

#### Cityvoter

- » Entry
- » Collateral (Poster, register signs, window decals)

#### Usability

- » Placement above Basic listings
- » Advertiser self-service
- » User commenting
- » Events calendar
- » Online coupons

#### Additional Features

- » Category selection
- » Business description
- » Directions via Google Maps

**Premium** \$150/month

#### Media

- » Five (5) photos

#### Video Profile

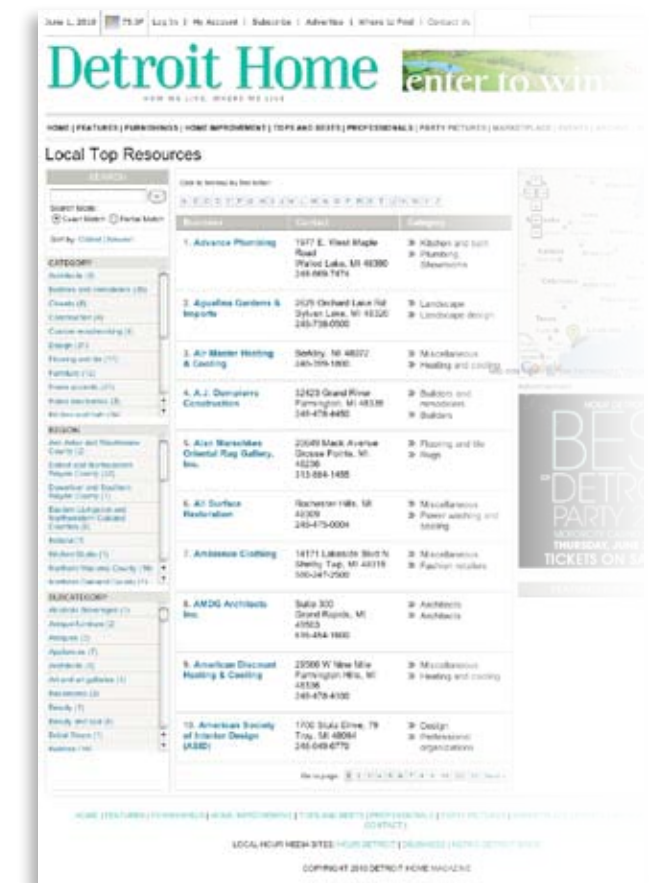
- » Entry
- » Collateral (Poster, register signs, window decals)

#### Usability

- » Top-tier Listing Placement
- » Advertiser self-service
- » User commenting
- » Events calendar
- » Online coupons

#### Additional Features

- » Category selection
- » Business description
- » Directions via Google Maps

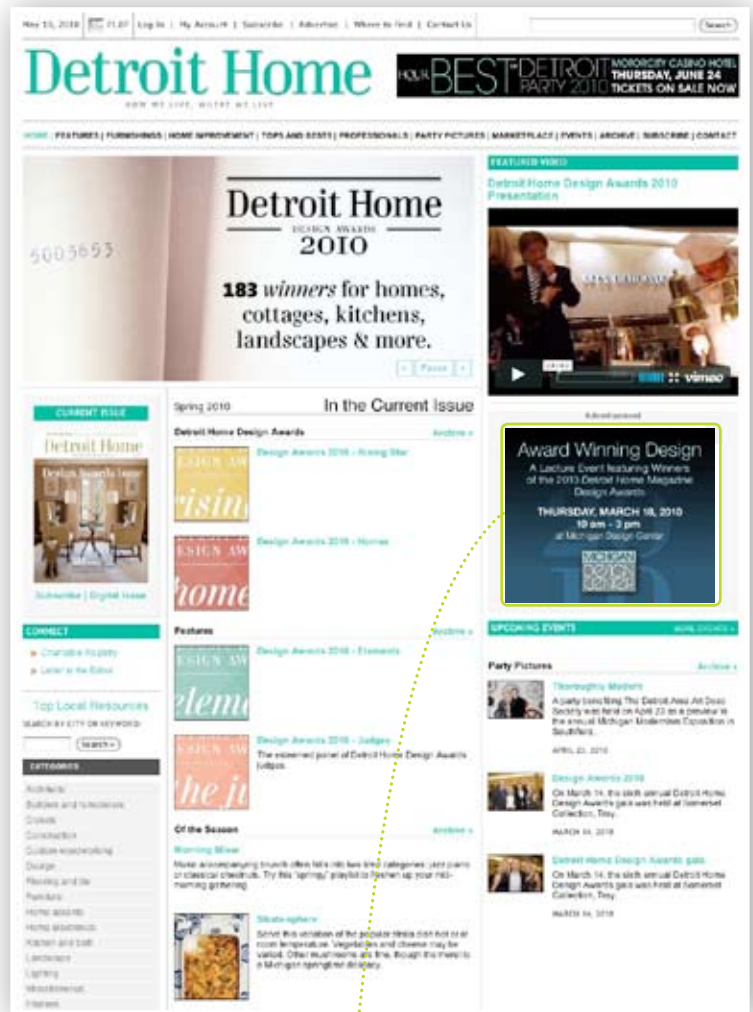


**Special Section Sponsorships**

Advertisers will have the opportunity to sponsor a specific section within the site with sole ownership of the island ad on that page. Sponsorships are sold on an annual basis and include 300,000 impressions on banner and skyscraper ads that run throughout the site.

Section	Price
HOME PAGE	\$3,000
TOP & BESTS	\$2,000
HOMEFRONT	\$1,800
CRIBSHEET	\$1,200
ABOUTSPACE	\$1,200
EVENTS	\$1,200
ARCHIVES	\$1,200
SUBSCRIPTIONS	\$1,200

main landing page



sponsorship island