



Millennial Branding, LLC

Advertising Platform Offerings 2012

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Millennial Branding

Navigating You To Future Success

Sponsorship Levels

Package	Cost	Description
Silver 	\$2,500 <i>Estimated Value 2,700\$</i>	<ul style="list-style-type: none"> - 2 sponsored blog posts - 2 sponsored email newsletters - 1 month [728x90] blog ad (your choice of blog) - 1 Issue full page Personal Branding Magazine ad, a banner ad in the sample issue and your logo on the homepage
Gold 	\$4,500 <i>Estimated Value 4,795\$</i>	<ul style="list-style-type: none"> - 4 sponsored blog posts - 4 sponsored email newsletters - 3 Months [728x90] blog ad (your choice of blog) - 2 Issues, each with 1 Full page Personal Branding Magazine ad, a banner ad in the sample issue and your logo on the homepage
Platinum 	\$7,000 <i>Estimated Value 7,585\$</i>	<ul style="list-style-type: none"> - 6 sponsored blog posts - 6 sponsored email newsletters - 6 Months (3 extra months FREE!) [728x90] blog ad (your choice of blog) - 4 issues, each with 1 full page Personal Branding Magazine ad, a banner ad in the sample issue and your logo on the homepage


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Web: millennialbranding.com | Blog: personalbrandingblog.com



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PLATFORM	DESCRIPTION / PRICING																																									
<p data-bbox="126 596 399 667">Personal Branding Blog</p> <p data-bbox="107 676 418 705">PersonalBrandingBlog.com</p> 	<p data-bbox="467 537 1503 777">The Personal Branding Blog is the #1 website in the world dedicated to personal branding, with daily articles from both Dan Schawbel and his team of 20 experts. It is CareerBuilder's #1 job blog, an Advertising Age top 50 marketing blog, and a top marketing blog for careers by FINS/WSJ. It is syndicated by major networks including Yahoo!, AOL, BusinessInsider.com, Forbes, Lexus Nexus, Reuters, and Fox Business. The blog has over 20,000 subscribers, 75,000 visitors per month, over 133,000 Twitter followers, and over 3,000 total articles.</p> <p data-bbox="831 819 1143 848">Banner advertisements</p> <table border="1" data-bbox="470 869 1507 1171"> <thead> <tr> <th>AD Size</th> <th>1 Month</th> <th>3 Month</th> <th>6 Month</th> <th>12 Month</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td>Save 10%</td> <td>Save 15%</td> <td>Save 20%</td> </tr> <tr> <td>728x90</td> <td>\$350</td> <td>\$945 (\$105)</td> <td>\$1,785 (\$315)</td> <td>\$3,360 (\$840)</td> </tr> <tr> <td>300x250</td> <td>\$300</td> <td>\$810 (\$90)</td> <td>\$1,530 (\$270)</td> <td>\$2,880 (\$720)</td> </tr> <tr> <td>125x125</td> <td>\$200</td> <td>\$540 (\$60)</td> <td>\$1,020 (\$180)</td> <td>\$1,920 (\$480)</td> </tr> </tbody> </table> <p data-bbox="844 1247 1130 1276">Sponsored blog posts</p> <table border="1" data-bbox="470 1310 1507 1533"> <thead> <tr> <th># of Posts</th> <th>1</th> <th>2 – Save 5%</th> <th>*3 – Save 10%</th> <th>*4 – Save 15%</th> <th>*12 – Over 3 Months – Save 25%</th> </tr> </thead> <tbody> <tr> <td>Cost</td> <td>\$500</td> <td>\$950 (\$50)</td> <td>\$1,350 (\$150)</td> <td>\$1,700 (\$300)</td> <td>\$4,500 (\$1,500)</td> </tr> </tbody> </table>					AD Size	1 Month	3 Month	6 Month	12 Month			Save 10%	Save 15%	Save 20%	728x90	\$350	\$945 (\$105)	\$1,785 (\$315)	\$3,360 (\$840)	300x250	\$300	\$810 (\$90)	\$1,530 (\$270)	\$2,880 (\$720)	125x125	\$200	\$540 (\$60)	\$1,020 (\$180)	\$1,920 (\$480)	# of Posts	1	2 – Save 5%	*3 – Save 10%	*4 – Save 15%	*12 – Over 3 Months – Save 25%	Cost	\$500	\$950 (\$50)	\$1,350 (\$150)	\$1,700 (\$300)	\$4,500 (\$1,500)
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Student Branding Blog

StudentBranding.com



The only website in the world dedicated to branding and career advice for students of all ages, with daily articles by the top college career advisers from schools such as University of North Carolina and University of Delaware, as well as corporate recruiters from Sodexo, Intel, Hyatt, EMC, and ESPN, and recent college graduates. It receives 16,000 student visitors per month and is syndicated by Experience.com.

Banner advertisements

AD Size	1 Month	3 Month	6 Month	12 Month
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728x90	\$350	\$945 (\$105)	\$1,785 (\$315)	\$3,360 (\$840)
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Sponsored blog posts

# of Posts	1	2 – Save 5%	*3 – Save 10%	*4 – Save 15%	*12 – Over 3 Months – Save 25%
Cost	\$500	\$950 (\$50)	\$1,350 (\$150)	\$1,700 (\$300)	\$4,500 (\$1,500)



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Navigating You To Future Success

Newsletter



The Personal Branding V.I.P. Newsletter goes out to over 30,000 people, with an open rate average of almost 40%. Each newsletter includes three tips, an inspirational quote, some key branding observations, links, and an article from a guest expert.

Email advertisements

# of Ads	1	2 – Save 5%	*3 – Save 10%	*4 – Save 15%	*12 – Over 3 Months – Save 25%
Cost	\$500	\$950 (\$50)	\$1,350 (\$150)	\$1,700 (\$300)	\$4,500 (\$1,500)