The Wiglaf Journal™

MEDIA KIT
2013

THE DEAL

Sponsor *the Wiglaf Journal* for $1,000 for 12 months to promote your brand.

PROMOTIONAL SUPPORT

In exchange for sponsorship, *the Wiglaf Journal* will provide the sponsor with the following promotional support. All ad units can be changed up to once a month given 15 days' notice.

Ad Unit	Where	Appearance Frequency	Size
Wide Skyscraper	Article webpages on right side of articles	12.5% of pages	160 x 600 pixels
Leaderboard Top	Article webpages above articles	12.5% of pages	728 x 90 pixels
Leaderboard Bottom	Article webpages below articles	12.5% of pages	728 x 90 pixels
Button	All webpages in the Sponsor Section	100%	120 x 60 pixels
Link	All webpages at bottom	100%	Company Name linked to Website
Event Listing	Event Page	Once a month update of upcoming sponsor events open to the public	Variable up to 120 x 400 pixels Event Name, Event Date, Event Place, Registration Landing Page, 100 word description

EDITORIAL

The Wiglaf Journal is a monthly online magazine exploring sales, marketing, and entrepreneurship. Each issue contains three or more lead articles, Dr. Wiglaf's Top 6 insights for the month, and event announcements.

Pertinent business issues are examined through case studies, editorials, and thought-provoking research to reveal industry-best practices. All content is written at the college level. Executives describe *the Wiglaf Journal* as relevant, timely, valuable, and useful in their quest to develop and execute strategies for growth in business markets.

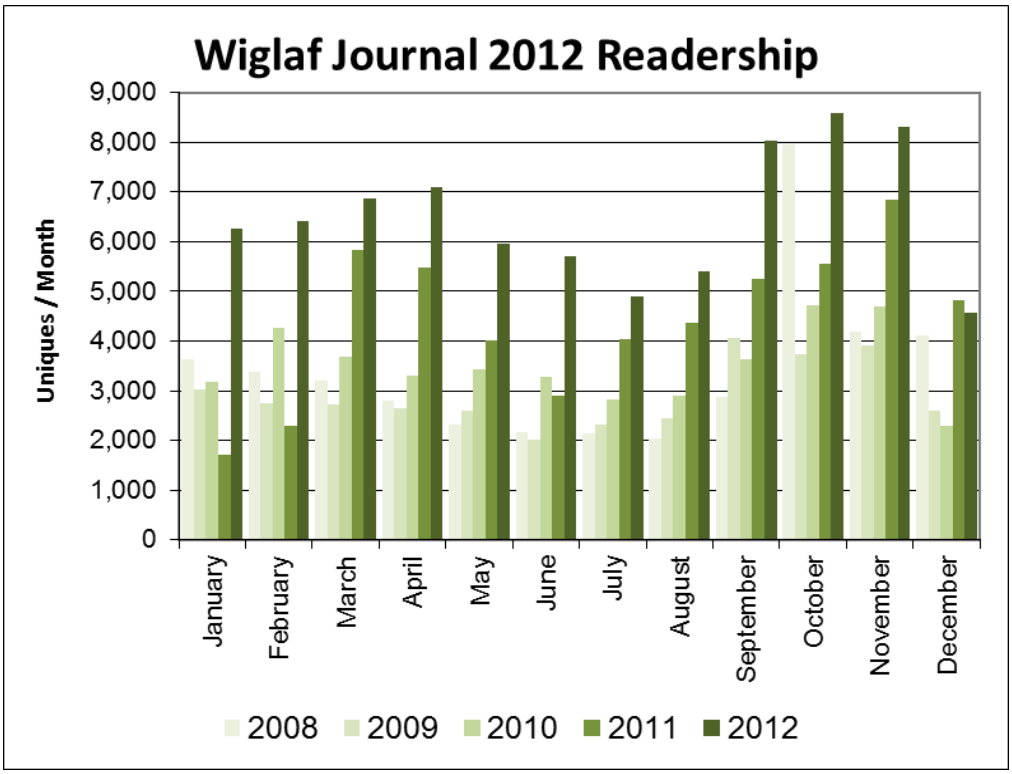
AUDIENCE

The Wiglaf Journal reaches highly successful executives in sales, marketing, entrepreneurship, and at the CEO level.

SIZE: GOOGLE ANALTYICS MEASURED

The Wiglaf Journal reached over 6,500 unique readers globally (Google Analytics) per month in 2012, for a total of 78,097 uniques for the year. We have been growing at 25% CAGR for past 10 years of publication. As such, we expect over 90,000 unique readers in 2013.

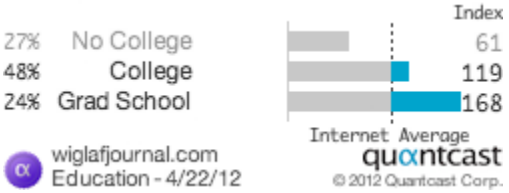
Monthly, approximately 10,000 pages views are recorded.



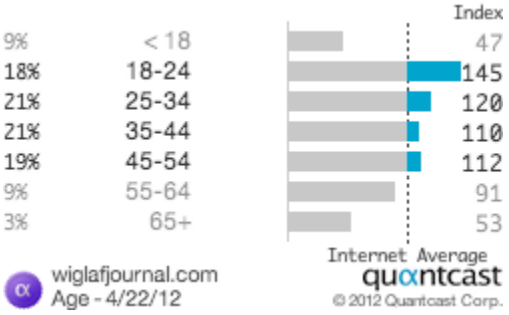
DEMOGRAPHICS: QUANTCAST-MEASURED

INCOME

EDUCATION



AGE



TERMS

LIMITATION OF SPONSOR COMPETITION

No sponsorship of *the Wiglaf Journal* will be accepted during your advertising period from up to three (3) companies of your choice.

AD UNIT POLICY

- All advertisement graphics and text must meet editorial standards of decency and acceptability.
- Any landing page must be to a valid, non-malicious webpage meeting editorial standards of decency and acceptability.
- The advertisements will be used as provided without alteration.
- No advertisement will be placed in a position that would denigrate the sponsor's brand.

FEES

- Please make checks payable to Wiglaf LLC.
- All fees are due 30 days after bill presentment except any initial retainer.
- If at any time in this period the client finds the work of *the Wiglaf Journal* unsatisfactory, the client will send notice of termination in writing. After receipt of said notice, Wiglaf LLC will terminate promotional support and invoice the client for all unpaid time and expenses after deducting the retainer. No sponsorship funds will be returned.
- If Wiglaf LLC wishes to terminate the engagement, Wiglaf LLC must provide at least 30 days' notice of termination and refund any unused part of the sponsorship funds.
- Liability is limited to the value of work completed, billed, and paid.