



## Barefoot Running University Advertising Fees

Thanks for expressing interest in advertising with BRU! We are one of the most popular sites in a quickly-growing niche. We attract barefoot runners, minimalist shoe runners, ultrarunners, outdoor enthusiasts, and a host of other groups.

As of February 19<sup>th</sup>, 2011, our site:

- attracts about 2,800 daily page views
- 1,600 unique visitors
- 1,200 new visitors
- We have a Google pagerank of “4”
- Alexa worldwide site ranking of about 375,000
- Incredible traffic growth of over 600% over the last three months
- Growth of over 2000% over the last month

Our rates are based on monthly impressions from the *previous month*. Here are our rates (March rates in parentheses as an example):

- 100X800 banner displayed at the top of the page: \$3 per 1k (\$260.40)
- 200X200 square button at the top of the right column: \$2.50 per 1k (\$217)
- 200X200 square button at the bottom of the right column: \$2.00 per 1k (\$173.60)
- 100X800 banner in the footer: 1.50 per 1k (\$130.20)

For exact quotes, contact Jason at [barefootchronicles@gmail.com](mailto:barefootchronicles@gmail.com).

Maintaining the Barefoot Running University brand is important to us. Furthermore, our goal of education supersedes our desire to earn money via advertising. As such, we only accept advertising offers from organizations that produce high quality products or services relevant to our audience. We believe any relationship should provide a “win-win” situation for all parties.

Thank you for your interest!