

SINGERS ROOM



Media Plan



CONSUMER AUDIENCE

ONLINE REACH
430K consumers

AGE RANGE
18 – 35

DEMOGRAPHIC
MEN | 32%
WOMEN | 68%

EMPLOYMENT
EMPLOYED | 61%
HHI | \$51K

RACE
BLACK/AFRICAN AMERICAN | 41%
CAUCASIAN | 23%
HISPANIC | 21%
ASIAN | 9%
OTHER | 6%



MEDIA PLAN

SITE ADS

OPTION 1: \$300*

High Impact Banners (1200x280, 970x90, 300x600, and Mobile: 320x50). Plus 1 Social Media Post on Facebook, Twitter & IG.

OPTION 2: \$500

Option 1 Plus Homepage Video Feature and 2 Social Media Postings.

OPTION 4: \$750

Option 2 Plus Site-Wide Header Video Takeover and Newsletter Blast.

SPONSORED POST:

\$100-\$150 Per Post (Based on links)

NOTE: Ask us about any custom option you would like to launch.

*Banner advertisements are 7 business days. Total ROS Impressions are based on Run Dates



MEDIA

PREMIERES

VIDEO PREMIERE

Exclusive content or product premiere. Free but selective.

WITH FEATURED VIDEO: \$100/DAY

Your premiere will run as a full video on our homepage, yielding high visibility to all visitors.

SITE WIDE VIDEO PLACEMENT: \$250/DAY

Your video premiere will be featured below every news & blog post site wide.

PREMIERE WITH TOP AD: \$75/DAY

Reach more visitors with a companion 1200x280 ad in our header. 2 days minimum per buy.

PREMIERE WITH SIDE AD: \$50/DAY

Reach more visitors with a companion 300x600 ad in our sidebar. 3 days minimum per buy.

NEWSLETTER: \$125/EMAIL BLAST

Your premiere will be sent to over 17K verified users in our newsletter.



SINGERSROOM CONTACT

GARY GENTLES

E | gary@Singersroom.com

P | 516-690-6330

**NOTE: Ask us about any custom option(s)
you would like to launch.**