

SINGERS ROOM



**2018
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: \$250

Standard ROS Ad Banners (728x90 & 300x250)

OPTION 2: \$500

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

OPTION 3: \$750

Option 2 Plus Homepage feature in slider (Photo or video)

OPTION 4: \$1000

Option 3 Plus Site-Wide Header Takeover and newsletter blast.

SPONSORED POST (Editorial/Video/Photo):

\$75-\$350 Per Post (Based on wordcount/links)

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

ROS Impressions are based on Run Dates



MEDIA

PREMIERES

CONTENT PREMIERE

Exclusive content or product premiere. Starts at \$100. **Music & video premieres are free (Ad plans are for boosting).**

WITH FEATURED VIDEO: \$100/DAY

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

SITE WIDE VIDEO PLACEMENT: \$250/DAY

Your video will be featured below every news & blog post on Singersroom.

PREMIERE WITH TOP AD: \$75/DAY

Reach more visitors with a companion 970x250 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: \$150/EMAIL BLAST

Your premiere will be sent to over 23K verified users in our newsletter.



SINGERSROOM

CONTACT

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