



Thank you for your interest in advertising on *Macenstein*.

Over the past two years, Macenstein.com has cultivated a loyal readership of die-hard Mac fans through its somewhat irreverent take on the Mac universe. More than two million unique visitors came to *Macenstein.com* over the past 12 months to get the latest Apple-related news, read our witty, in-depth reviews, and for our famous Mac Chick of the Month feature. Dr. Macenstein, the site's founder, lives and breathes Apple. He writes articles on his MacBook, designs on a Mac Pro and talks on his one-of-a kind green iPhone.... usually all at the same time.

*Macenstein.com* is regularly featured on other blogs, social media sites and in mainstream publications. This site has appeared in: *The New York Times*, *CNN.com*, *Wall Street Journal*, *USA Today online*, *Digg*, *Wired*, *TIME online*, and *MacRumors* among others.

There are a variety of advertising and sponsorship opportunities available, and we're more than willing to work with you on a custom promotion. Discounts are available for long-term sponsorships. On an average day, about 10,000 pages are viewed on Macenstein.com. On our busiest days we serve more than 100,000 page views.

All advertisements must be pre-paid via PayPal (Visa, MasterCard and American Express accepted). All ads are subject to approval. If you have any questions or would like to begin your advertising campaign, please e-mail [advertise@macenstein.com](mailto:advertise@macenstein.com).

**Zone A:** 728x90 unit at the top of each page.

**Rate:** \$3 per thousand impressions (CPM) or \$1,000 per month.

**Zone B:** 160x600/120x600 in Right Sidebar

**Rate:** \$2.50 per thousand impressions or \$750 per month.

**Zone C:** 160x600/120x600 in Left Sidebar

**Rate:** \$2.50 per thousand impressions or \$750 per month.

**Zone D:** 300x250 between post 1 and 2 on home page, and below articles on single post pages

**Rate:** \$2 per thousand impressions or \$640 per month.

### Sponsorships

#### ***Mac Chick of the Month***

Each month we feature a different die-hard, Mac-loving girl who is (almost) as well designed as the Apple products they love. Each month our Mac Chick of the month features are viewed by more than 100,000 unique visitors and thousands of desktop wallpapers are downloaded. Sponsor a Mac Chick of the Month and your company's logo will adorn the Mac Chick of the Month wallpaper. Your company will be mentioned in the article, with a link to your web site. **Rate:** \$900 per month.

#### **Product Giveaways**

Introducing a new Mac-related product or application and want to get it in front of tens of thousands of Mac Users? We'll work with you to build a custom contest or giveaway to engage our audience with your product.

**Rate:** Starts at \$350

### **Sponsorship Opportunities:**

#### **Display Ads**

Display ads may be purchased on a per-impression basis (CPM) or flat-rate basis. If you chose to purchase a CPM basis your ads will rotate with other ads, up to the budgeted allowance for the month. If you chose a flat-rate package your ad will run exclusively in the zone of your choice and you will benefit from our big traffic spikes at no additional charge. We can currently accommodate 160x600, 720x90, 120x240, 120x600 and 300x250 ads.

