

## FeedTheHabit.com 2012 Rate Sheet

One of the original outdoor gear blogs specifically targeting backcountry skiing, mountain biking and outdoors in Utah, FeedTheHabit.com enjoys a loyal readership and continued growth year-over-year. Since 1999, FeedTheHabit.com has been an excellent source of gear reviews, articles and affiliate product sales and is well- placed in the search engines.

Below you will find the updated 2012 ad rate sheet. A 5% discount is available for multi-month contracts.

Ad Unit	Location	Pricing	Status
728x90	Header (above fold, sitewide)	\$200/mo	Available
300x250	Right Nav 1 (above fold, sitewide)	\$200/mo	Available
300x250	Right Nav 2 (sitewide)	\$150/mo	On Demand
728x90	Footer (sitewide)	\$100/mo	Available
468x60	Articles (end of content)	\$100/mo	Available

*Spaces available on a month-to-month contract basis. Ad spaces are exclusive (non-rotating) during the time period. Successful advertisers have included: Altrec.com, Backcountry.com, EVOgear.com, Bluehouse Skis, USOutdoor, Starwood Resorts, GearTrade.com, Goal0 and others. Acceptable media includes: static images and .swf files.*

### Traffic Stats & Facts (Taken 1/30/2012)

Monthly Visits	30,500
Monthly Unique Visitors	26,500
Monthly Page Views	47,000
Google PageRank	5/10
Alexa Rank	224,126 (in US)
Year Founded	1999

### Contact Info

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