



**ONLINE REVENUE NEWS
& OPINIONS SINCE 1998**

MEDIA KIT

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ABOUT REVENEWS

ReveNews is a trusted, unbiased news source focusing on topics related to the Internet industry. Combining an active community of Internet marketers, an ongoing dedication to analysis and education, and aggregated news on revenue-sharing niches, ReveNews has become a leading voice for its dedication to objectivity and its fresh perspective.

ReveNews focuses on several topics, including:

- Online Marketing
- Search Engine Marketing
- Affiliate Marketing
- Social Media
- Mobile and Video
- Security & Legal Issues

ReveNews is steeped in history with online marketing industry leaders like Joel Comm, Jim Kukral, Todd Crawford, and Tim Storm contributing to its rich content.

The screenshot shows a navigation bar with five categories: Online Marketing, Search Engine Marketing, Affiliate Marketing, Security Issues, and Social Media. Below the navigation bar is an article titled "3 Factors To Consider About Social Media Measurement" by Rachna Sundaram, dated Sep 27, 2010. The article text begins with "So, you've set up a social media campaign for your business; you're spending time and resources on it, and want to know how you're doing. Are you optimizing your efforts? How can you tweak things to make results more effective? Which also asks the question, what parts of your campaign are indeed most effective?". To the right of the article text are social media engagement buttons: 41 tweets, 16 likes, and a retweet button.

With over 10 years of content, ReveNews is also read by influential bloggers and journalists including the NY Times, Reuters, AP, Business Week, TechCrunch, Revenue Today, and many, many more. ReveNews readers, bloggers and partners use ReveNews to create a global Internet community to distribute, discuss and analyze the online revenue industry.



ADVERTISING

Why Advertise with ReveNews?

If you want to put your brand in front of a highly-targeted group of thought-shapers, web business leaders, entrepreneurs, and leaders in the world of online marketing, then ReveNews is the right marketplace for you.

"I get all my news on affiliate marketing from ReveNews"
Human Business Works



-Chris Brogan, President,

At ReveNews, you're not buying page views, you're buying placement and branding. Have your brand placed in front of THE most important influencers in the industry.

Our Audience

Our core audience is B2B and B2C marketers focused on managing daily campaigns in their segment. They read ReveNews to stay up-to-date on the topics that affect their bottom line, their online marketing strategy, emerging trends, new technologies, best practices, and other industry topics that help them compete in the global Internet marketplace. Some of our readers include:

- Affiliates / Publishers
- Networks & Agencies
- OPMs and Affiliate Managers
- Industry Leaders
- Industry Leaders
- Entrepreneurs
- High level executives
- SEO & SEM Managers

Great Interviews and Cutting Edge Topics

Our articles focus on providing in-depth information on cutting edge topics. This is reflected in our great series of interviews with folks like: Missy Ward and Shawn Collins, Co-Founders Affiliates Summit; Liz Strauss, Co-Founder SOBCon; Kerri Pollard, General Manager, Commission Junction; Amber Naslund, Director of Community for Radian6; and Scott Stratten, Author, UnMarketing.

ReveNews has over 2 million page views per month

Site Demographics

- Average Age: 25-40 year olds
- Education Level: College Educated
- Gender: Trends slightly more towards women
- Average Income: \$60k per year

RATES & AD SPECS

Advertising Rates

We prefer to sell sponsorships rather than on a CPM basis. For availability, please contact us.

Ad Type	1 Month	3 Months	6 Months
728x90 Leaderboard	\$1,500	\$3,500	\$6,000
120x600 Skyscraper	\$750	\$1,750	\$3,000
300x250 Banner	\$1,000	\$2,500	\$4,000
125x125 Button	\$200	\$480	-

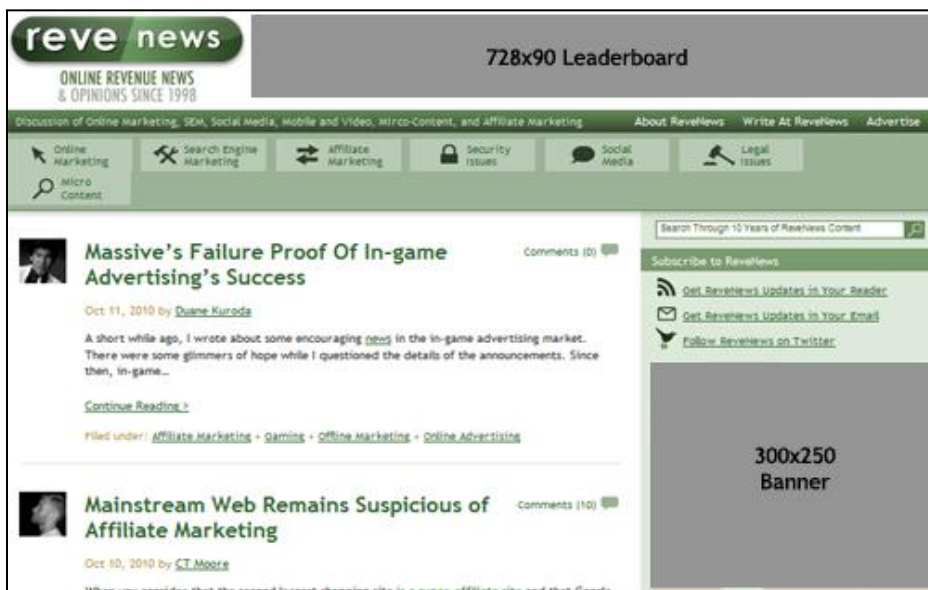
** All banner ads run site-wide in rotation with two other ads. The 125x125 button is in rotation with one other ad.*

Ad Specs

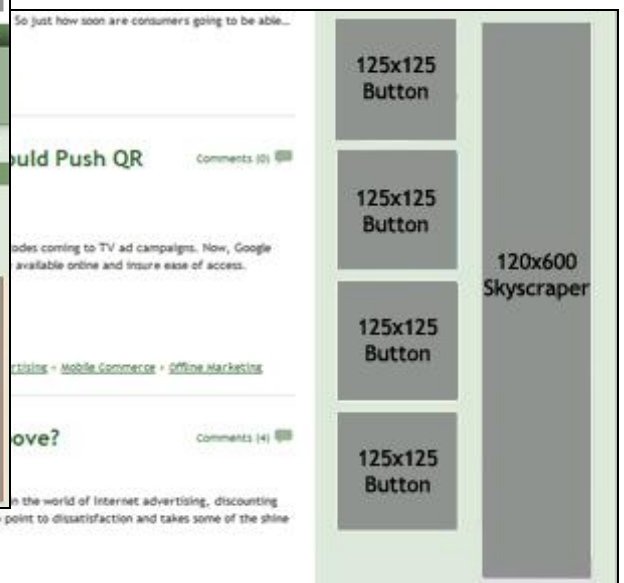
ReveNews offers four different banner placements. Please see below for each ads specifications.

	Dimensions	File Types	Max File Size
Leaderboard	728x90	JPG, GIF	100k
Skyscraper	120x600	JPG, GIF	100k
Banner	300x250	JPG, GIF	100k
Button	125x125	JPG, GIF	100k

Above the Fold



Below the Fold





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Conference Coverage Sponsorship

ReveNews can cover many conferences related to the Internet marketing industry including: Affiliate Summit, Blogword, CES, Web 2.0 Expo, AdTech, SXSW, E3, PAX, LeadsCon, A4U Expo, DEMO, TechStars, Seattle 2.0, 140 Character Conference, CJU, LinkShare Symposium, Google Affiliate Network Conference, and ShareASale ThinkTank. A Conference Coverage Sponsorship is a perfect opportunity for a sponsor to get in front of a focused readership. Conference coverage rates vary based upon the specifics and scope of sponsorship. Content can include: exclusive interviews, photography, audio and video. Please contact us for more information.

Series & E-Book Sponsorships

ReveNews does offer exclusive sponsorships of series like our Social News Organization series, exclusive coverage of conferences like SOBCon, or our annual interview series with the Top Performance Advertising Networks. Rates vary. Please contact us for more information.

Do you have other ideas about how you want to engage with the ReveNews audience? If so, please let us know. We'd be more than happy to create a custom campaign to suit your needs.

Contact Information

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