



Sponsorship and Advertising Rates



PhotographyCorner.com is one of the premiere photography communities on the Internet. With 3+ million page views per month, 18,000 members with 650,000 posts and 150,000+ photographs uploaded, PhotographyCorner.com is one of the most popular photography destinations for beginner, amateur and professional photographers online.

With a targeted and captive audience (the average visitor spends over 11 minutes per visit), there's no better place to advertise and market your products and services and create a buzz and brand awareness for your company than on PhotographyCorner.com. Visitors range from beginner photographers just learning the basics, to long-time professionals learning new tricks and helping others improve. We accept numerous forms of banner and text advertising, as well as site and contest sponsorships, which are outlined below.

Photograph of the Month

The best of the best. The last week of every month is an exciting time around the Corner as the community gets to vote on the best photographs uploaded to the site in the past month. Dozens of photographs are nominated by the Premiere Members of the site, and are whittled down to 10-15 of the very best. Then, the community gets to vote. Your sponsorship will be forefront during the entire event, including awarding the winner with a prize. What's better than being a sponsor of the best photograph from the past month? Having that award-winning photographer use and interact with your products and services. The word of mouth advertising from an award-winning photographer can go a long way in influencing other photographers looking to use products and services like yours. Photograph of the Month contest sponsorships start at \$250 per sponsorship, or you can sponsor 3 for \$650.

Quick Facts

Members	18,000
Posts	650,000
Photographs	150,000
Monthly Visitors	250,000

Contest Corner Challenges

An opportunity for every photographer to pit their skills up against the rest of the crowd. A topic is announced, and the community has several weeks to meet the challenge. Once the entries are received, the community votes on the best photograph. Your sponsorship will be included in all aspects of the contest, from the announcement of the contest, through the voting period to the award thread. In addition to receiving dozens of links throughout the site, you will also be featured in several blog posts and two press releases, submitted to various PR agencies, about the contest. Sponsoring a Contest Corner Challenge starts at \$250 per contest, or \$650 for three sponsorships.

Newsletter Sponsorships

Newsletter sponsorships are old school, aren't they? Do people still read "e-zines?" Of course! The old tried, tested and true is ever-present in today's online marketing world. There's no better way to reach your desired target market than to have your message placed within content that they not only read, but ask to have sent to them. It's cost efficient, and a smart way to get your message out to photographers looking for the next goodie to buy. Your newsletter sponsorship will put your products or services in front of over 14,000 avid photographers. Featured near the top of the newsletter, which is published once per month in the middle of the month, you can be sure your message (which can be up to 400 words, including 2 links) will be seen. Newsletter sponsorships are economical starting at \$300 per sponsorship, or \$750 for three sponsorships.

Text Links

Text links are the new frontier in online marketing. Who sends you most of your traffic? Search engines, of course! And how do you rank well in search engines? Text links. There's a whole industry behind buying and selling text links, but now you can buy it straight from the Corner, rather than going through a link broker. We offer a variety of options for purchasing text links, with discounts given for longer placements. Current pricing is outlined below:

Text Link Prices

Location	1 Month	6 Months	1 Year
Footer of Every Page	\$125	\$600	\$1000
Photo Galleries Main Page	\$40	\$200	\$350
Recommended Resources – Front Page	\$60	\$300	\$500
Every Blog Page	\$50	\$250	\$450

Banners Ads

Do they still work? With Internet giants like Google, Microsoft and Yahoo buying up the major banner ad companies around the net, it's quite obvious that they still do. Luckily, it won't cost you \$6 billion dollars like it cost Microsoft to buy aQuantive. Banner ads are a relatively cheap and effective way to market to potential customers, as well as create brand awareness. When people are on the Corner, they are thinking about photography. There's no better time to reveal your brand, discounts and offers than when photography is on their mind. In addition, PhotographyCorner has recently added the ability to geo-target your banner ad campaigns (for an additional \$.50/CPM), so you can choose which counties will see your ads (or which ones won't!). If you only ship within the UK, or only do business in North America, why waste your inventory on countries outside of your target market, right?

PhotographyCorner offers a wide range of banner ad opportunities; whether you want to test the waters to see if banner advertising is right for you, or you already know the benefits of banner ads and want to go for

the big discounts (additional discounts of 10% and 25% available at 5M impressions and 10M impressions respectively), the current price structure is outlined below:

Size: 728x90

Location	Impressions	Cost per CPM
Top of Forum Pages	0-99,999	\$3.50
Middle of Forum Pages	100,000+	\$3.25
Top of Gallery Pages	250,000+	\$3.00
Bottom of Photo Gallery Photo Pages	500,000+	\$2.75
Photo Gallery Slideshow Pages	1,000,000+	\$2.50

Size: 468x60

Location	Impressions	Cost per CPM
Top-Right Corner of Every Page	0-99,999	\$3.00
	100,000+	\$2.75
	250,000+	\$2.50
	500,000+	\$2.25
	1,000,000+	\$2.00

Size: 300x250

Location	Impressions	Cost per CPM
Bottom of Forum Pages	0-99,999	\$3.25
Bottom of Photo Gallery Pages	100,000+	\$3.00
	250,000+	\$2.75
	500,000+	\$2.50
	1,000,000+	\$2.25

Size: 125x125

Location	Price
Centre-Left of Photo Gallery Page	\$50/month
	\$250/6 months
	\$450/year

Packages

To get the full benefit of reaching an attentive and targeted group online, it's often best to "mix and match" a variety of marketing opportunities. In addition to the packages outlined below, we are open to creating custom packages to suit your needs. If you would like to put together a custom package, feel free to contact Tim L. Walker at twalker@photographycorner.com.

Photograph of the Month Package I

- PotM Sponsorship
- 50,000 728x90 Banners
- 100,000 428x60 Banners
- 50,000 300x250 Banners
- 125x125 Photo Gallery Button: 1 Month
- Recommended Resources Link: 1 Month
- Value: \$972.50
- Price: \$900
- **Savings: Over 7%**

Photograph of the Month Package III

- 3 PotM Sponsorships
- 300,000 728x90 Banners
- 500,000 468x60 Banners
- 250,000 300x250 Banners
- 125x125 Photo Gallery Button: 3 Months
- Recommended Resources Link: 3 Months
- 3 Newsletter Sponsorships
- Value: \$4,442.50
- Price: \$3,750.00
- **Savings: Over 15%**

Photograph of the Month Package II

- PotM Sponsorship
- 100,000 728x90 Banners
- 150,000 428x60 Banners
- 50,000 300x250 Banners
- 125x125 Photo Gallery Button: 1 Month
- Recommended Resources Link: 1 Month
- 1 Newsletter Sponsorship
- Value: \$1,560
- Price: \$1,400
- **Savings: Over 10%**

Photograph of the Month Package IV

- 3 PotM Sponsorships
- 500,000 728x90 Banners
- 750,000 468x60 Banners
- 400,000 300x250 Banners
- 125x125 Photo Gallery Button: 3 Months
- Recommended Resources Link: 3 Months
- 3 Newsletter Sponsorships
- Value: \$5,892.50
- Price: \$4,700
- **Savings: Over 20%**

Contest Corner Challenge Package I

- CCC Sponsorship
- 50,000 728x90 Banners
- 100,000 468x60 Banners
- 50,000 350x250 Banners
- 125x125 Photo Gallery Button: 1 Month
- Recommended Resources Link: 1 Month
- Value: \$972.50
- Price: \$900
- **Savings: Over 7%**

Contest Corner Challenge Package III

- 3 CCC Sponsorships
- 300,000 728x90 Banners
- 500,000 468x60 Banners
- 250,000 300x250 Banners
- 125x125 Photo Gallery Button: 3 Months
- Recommended Resources Link: 3 Months
- 3 Newsletter Sponsorships
- Value: \$4,442.50
- Price: \$3,750
- **Savings: Over 15%**

Combo Package

- 2 PotM Sponsorships
- 2 CCC Sponsorships
- 750,000 728x90 Banners
- 1,000,000 468x60 Banners
- 500,000 300x250 Banners
- 125x125 Photo Gallery Button: 1 Year
- Recommended Resources Link: 1 Year
- 4 Newsletter Sponsorships
- BONUS: Featured Blog Post
- Value: \$8,462.50
- Price: \$5,900
- **Savings: Over 30%**

Contest Corner Challenge Package II

- CCC Sponsorship
- 100,000 728x90 Banners
- 150,000 468x60 Banners
- 100,000 300x250 Banners
- 125x125 Photo Gallery Button: 1 Month
- Recommended Resources Link: 1 Month
- 1 Newsletter Sponsorship
- Value: \$1,560
- Price: \$1,400
- **Savings: Over 10%**

Contest Corner Challenge Package IV

- 3 CCC Sponsorships
- 500,000 728x90 Banners
- 750,000 468x60 Banners
- 400,000 300x250 Banners
- 125x125 Photo Gallery Button: 3 Months
- Recommended Resources Link: 3 Months
- 3 Newsletter Sponsorships
- Value: \$5,892.50
- Price: \$4,700
- **Savings: Over 20%**

Ultimate Combo Package

- 3 PotM Sponsorships
- 3 CCC Sponsorships
- 1,000,000 728x90 Banners
- 1,500,000 468x60 Banners
- 1,000,000 300x250 Banners
- 125x125 Photo Gallery Button: 1 Year
- Recommended Resources Link: 1 Year
- 6 Newsletter Sponsorships
- BONUS: 3 Featured Blog Spots
- Value: \$12,400
- Price: \$8,300
- **Savings: Over 33%**



for more information, visit
www.photographycorner.com/advertising