

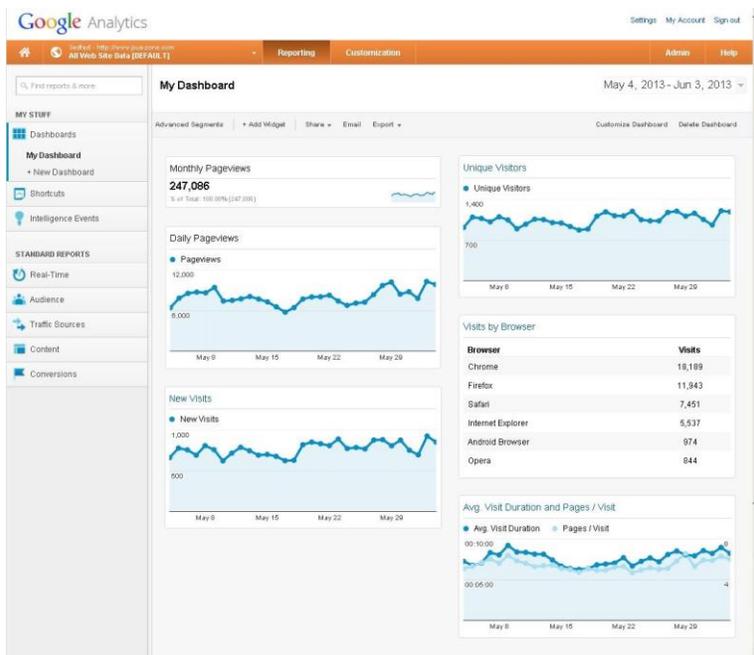
Sedfast Forum Ad Rates

We are now offering advertising at the Sedfast forum, located at www.sedfast.com (which forwards to www.pua-zone.com). This is the first time we have done advertising here. So for a limited time, we are offering ad rates at extremely inexpensive prices.

A few stats on our readership:

- Sedfast gets approximately 250,000 page views per month.
- Sedfast has approximately 25,000 unique visitors per month.
- 52% of these are new visitors.
- The vast majority of the audience are men age 18 – 35 seeking seduction, dating, and/or relationship advice.

Here is a recent screenshot of our Google Analytics. You may copy it or zoom it to make it more readable.



For a limited time, we are offering these ad rates at very, very low prices as compared to other web sites with similar traffic. Our ad rates are based on a CPM of around 0.4(!).

We are doing this simply to get our advertising program going. We will be increasing our rates to more normal ranges once we get more advertisers signed up. But until then, you can take advantage of some of the least expensive ad rates in the dating / seduction realm for men available on the internet.

Ad Locations

We are currently offering three possible locations for you ad.

The first is called “Header 1”, which is a small add located at the top of the page, right by the Sedfast logo. \$100 per month.

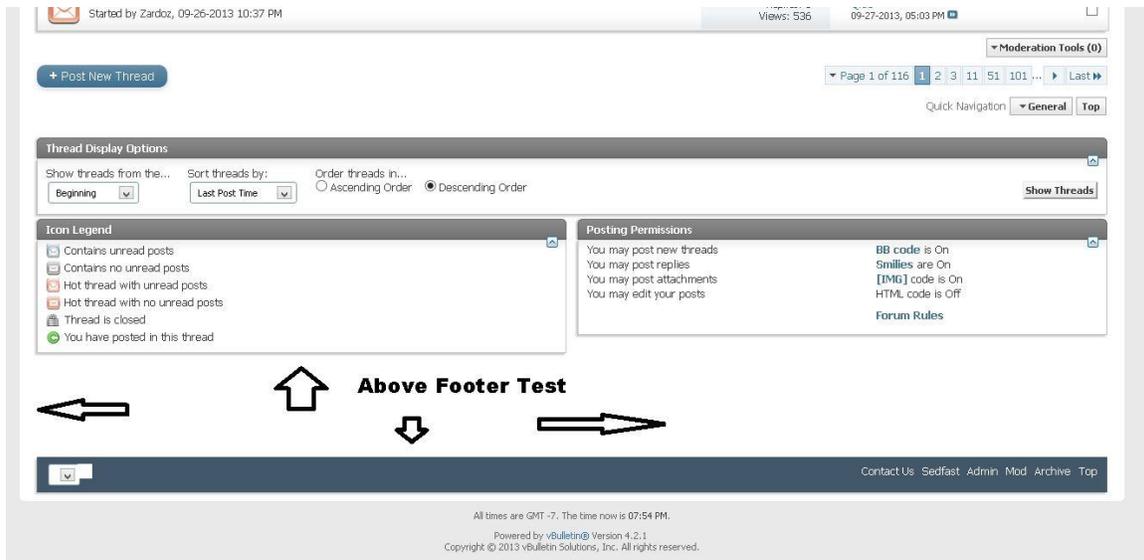
The second is called “Below Navbar”, which is a large ad right in middle of the page, left justified. \$170 per month.

Placement and size of these two ads are shown below. Both these ads are “above the fold”.

The screenshot shows the Sedfast forum interface. At the top, the Sedfast logo is on the left, and navigation links like 'Home', 'What's New?', and 'Blogs' are in the center. A search bar is on the right. Below the navigation bar, there are forum navigation elements like 'Forum: Seduction > General' and a '+ Post New Thread' button. The main content area shows a list of forum threads. Two ad locations are highlighted with arrows: 'Header 1' is located above the navigation bar, and 'Below Navbar Test' is located below the navigation bar and above the forum content.

Title / Thread Starter	Replies / Views	Last Post By
Sticky: How To Rename A Thread Started by Silvertree, 01-20-2013 09:05 AM	Replies: 3 Views: 428	01-20-2013, 02:19 PM
Sticky: Mission Statement and Refined Posting Rules - A Must Read For Everyone Started by Silvertree, 12-08-2011 09:30 AM	Replies: 11 Views: 2,676	Bond-007 01-01-2013, 11:24 AM
Sticky: Forum Decorum - Required Reading	Replies: 1	Blackdragon

The third ad location is called “Above Footer”. This is a large ad located at the bottom of the page, right above the dark blue navbar. It’s only \$50 per month. It’s shown here:



Ad Pricing And Discounts

Ad Location	Cost Per Month	Pixel Size
Header 1	\$100	234x60
Below Navbar	\$170	728x90
Above Footer	\$50	728x90

- The pricing shown above is for a month-to-month ad campaign. Payment is made and your ad runs for 30 days. At the end of the 30 days you have the option of renewing for another 30 days. There is no commitment beyond 30 days. We reserve the right to increase ad rates when your 30 days are up. (Remember, our prices are artificially low right now, and could go up at any time.)
- You will receive discounts by committing to three months instead of 30 days. If you pay the entire amount in advance for three months (90 days), you receive a 15% discount on the entire

ad for that period. You will also be protected from any rate increases during that time.

- If you would like to purchase multiple ads at the same time, please email Caleb Jones (Blackdragon) at theonlyblackdragon@gmail.com for possible discounts we can arrange for you.

Ad Placement

- You choose where your ad goes, based on the above two diagrams.
- *All* adds show on *all* forum pages at *all* times.
- Your ad will be rotated with other advertisers in the same ad location as you (if there are any), and will receive equal time.
- We make no guarantees whatsoever regarding the content of other ads, if any, that may appear on the site in addition to yours.

Payments

- All payments are done via Paypal. You may use a credit card, debit card, or Paypal balance to make payments at www.paypal.com to the email address theonlyblackdragon@gmail.com.
- All payments are considered non-refundable. If for some reason your ad does not run within your campaign period due to a technical problem that is our fault, we will make arrangements so your ad runs for the number of days you reserved. Obviously, you are responsible for your own banner links and code snippets and we can't be held responsible for those things not working.

How To Submit Your Ad

You need to have a JPG banner ad ready to use. Ideally, should be the exact pixel size shown here:

Ad Location	Cost Per Month	Pixel Size
Header 1	\$100	234x60
Below Navbar	\$170	728x90
Above Footer	\$50	728x90

If your ad is not the exact pixel size shown above, we cannot guarantee your ad will show correctly on the forum.

If you don't have a banner ad you can use services like Fiverr.com or Elance.com to inexpensively hire someone to make one for you.

You must also have an HTML link or code snippet to give to us. The easiest way to create this is to upload your banner ad to a free image site like imgur.com.

Email us the code snippet or the links to your ad image and the web site you want clicks to go. You can email Caleb Jones (Blackdragon) at theonlyblackdragon@gmail.com. Your ad will be up and running within 24 hours from the time you email your link to us and payment has been received.

Questions?

Please email all questions regarding advertising at Sedfast to Caleb Jones at theonlyblackdragon@gmail.com. We're here to help.