

MEDIA KIT 2005-2006

Internet Publication:
Hazel Eyez News

Circulation:

Frequency: 48 Installments/year (weekly)

Readership: 2,500 subscribers

Contact Information:

Website: www.hazeleyez.com

Telephone: (404) 314-2877

Point of Contact: Metroya Antoinette

Advertising with Hazel Eyez is easy. We have several different advertising options to meet your needs.

Dedicated e-mail blast

A dedicated e-mail blast is an e-mail that is sent out to our readers highlighting only your event, product or service. This type of e-mail blast is beneficial to you because when the reader opens the e-mail there only focus is your information.

Feature ads

Our feature ads are located after the notes from the editor and are included within the regularly scheduled installments of Hazel Eyez News. Your ad would be one of the first things people see in the newsletter. It is a proven fact that most people tend to read information that is placed first in the newsletter. The further down your ad is placed the less likely people will read it.

Side bar ads

Our side bar ads are located along the left side of our publication and are included in our regularly scheduled installments of Hazel Eyez News. This ad is highlighted with various colors and focuses on your artwork. Many people gravitate to this type of add because there is limited text to read and helpful links guide our readers to your website where more detailed information is available.

Advertising Rates & Frequency

Type of Ad	Frequency	Cost
Dedicated E-mail blast. Includes text, artwork and a link to the website of your choice	1x/ Month	\$100.00
Feature ad Includes artwork, text and link to the website of your choice	2x/ Month	\$75.00
Side bar ad Includes artwork and a link to the website of your choice	1x/ Month	\$50.00

Note: All artwork must be supplied by customer. If we design your artwork, there is an additional \$50.00 fee.