



Advertising Options & Specs

Sirshanksalot.com offers a variety of advertising options for a variety of purposes for its clients. We offer variety of banner ads and sizes throughout our site. If content is your thing, we also offer promoted and or organic content depending on the topic and if it would be a good fit for our visitors. Finally we do offer remarketing to our recent list of visitors on the Google Network if desired – this is likely the most cost-effective and targeted advertising option available. Feel free to contact us directly at contact@sirshanksalot.com or review or rates below. We do offer discounts for packaged advertising options or multiple month discounts.

Banner Advertising

Sirshanksalot.com offers a variety of banner ad sizes on it's website, and can accommodate quite a variety of non-traditional ad sizes as well. These include:

- 300x250
- 728x90
- 160x600
- 300x600
- 525x125
- 125x125

Rates do vary based on the position on the site, and how frequently this content gets seen. Here are example of rates based on ad position and size.

- 300x250 above the fold sidebar, site wide - \$200/month
- 728x90 top header, site wide - \$200/month
- 160x600 right sidebar, site wide - \$150/month
- 300x500 right sidebar, site wide - \$150/month
- 525x125 above and below posts, site wide - \$100/month
- 125x125 sidebar buttons - \$100/month

Promoted Content Advertising

Highly dependant on the topic, the SirShanksAlot.com Team is willing to run promoted content that includes details about your product, images, and a link back to your website if we feel it is a good fit for our customers. These promoted posts will stay live on the website permanently.

Costs: \$100-\$200/post



Remarketing Advertising

SirShanksAlot.com uses remarketing on Google Adwords to keep track of its recent visitors over the past 90 days. These visitors can be segmented by the content they have seen on site, and can be targeted geographically for ad purposes. We are willing to use our lists for advertising purposes on the Google Display Network. We charge a small setup fee and mark-up on the ad buy, and the rest of your budget goes directly into media.

Costs: \$75 setup + 20% above media costs. (for example a campaign with \$500 worth of media will cost you \$675)