



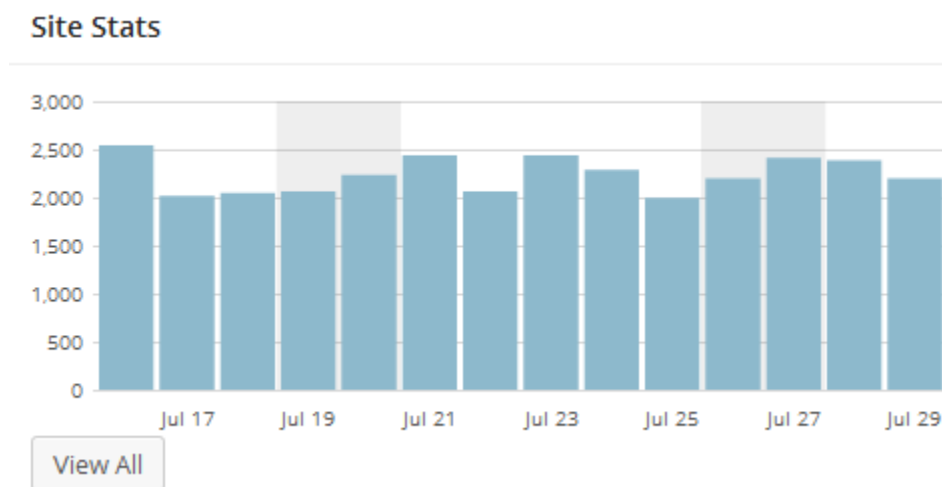
## 2014 Advertising Kit

### SUMMARY

UltimateSurvivalTips.com is the companion website to our highly successful [YouTube Channel](#) ranked #3 in the category of Survival and Bushcraft in the June 2014 Touchstorm Report. Ultimate Survival Tips provides unique, authentic and relevant content with ever expanding readership growth. Becoming a website advertiser provides an opportunity for you to reach a targeted, highly engaged audience responsive to products and services meeting their particular interests and needs.

### SITE TRAFFIC

These are site statistics for a typical period. In this case, July 16 - 29 of this year.




The Ultimate Survival Tips website presents nearly 63,000 page views to over 21,000 visitors each month with over 450 inbound links.

Traffic to the site benefits from our various subscribers.

Platform	Subscribers
YouTube	155,102
Facebook	34,372
Twitter	2,477
e-Mag	16,021

## SITE RANKING

Ultimate Survival Tips ranks as the #3 YouTube Channel in the Survival Skills & Bushcraft category. (June, 2014 Touchstorm Report)

Survival Skills & Bushcraft					
 <p>Photo by www.fotobase.nl</p> <p>The Postcard Man</p>					
Out of 88 Channels, #1 is Wilderness Outfitters					
Rank	Channel	Language	Country	Type	Score
1	wildernessoutfitters	English	United States	Retailer	951.52
2	FullSpectrumSurvival	English	United States	Content Brand	948.96
3	Ultimate Survival Tips	English	United States	Content Brand	920.45
4	bushcraftbartons	English	Canada	YouTube Star	919.87
5	BushcraftOnFire	English	United States	YouTube Star	917.40
6	Sigma 3 Survival School	English	United States	YouTube Star	916.91
7	Reality Survival	English	United States	User	911.34
8	phreshayr	English	United States	User	893.13
9	AlfieAesthetics	English	England	User	890.45
10	EverydayTacticalVids	English	United States	User	889.94

## VIEWER PROFILE

Based on our recent July survey our TYPICAL VIEWER is a male between the ages of 35-54. He has at least some college level education with a household income in excess of \$50,000 and lives in the United States.

The typical viewer enjoys gear reviews and survival training appreciating our content enough to recommend Ultimate Survival Tips to others accounting for our consistent organic growth.

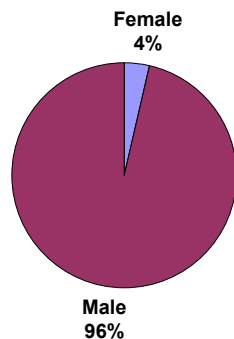


## AUDIENCE DETAILS

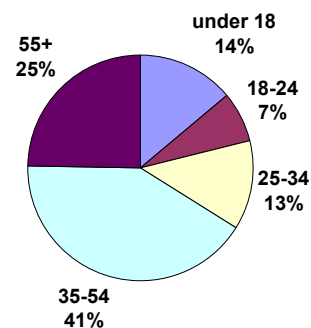
Here are a few highlights of our July 2014 Viewer Survey conducted over a period of four days:



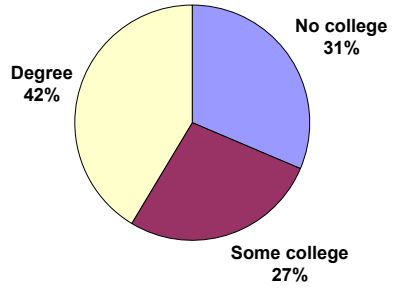
### Gender



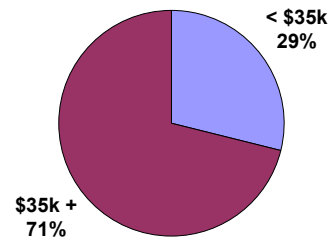
### Age



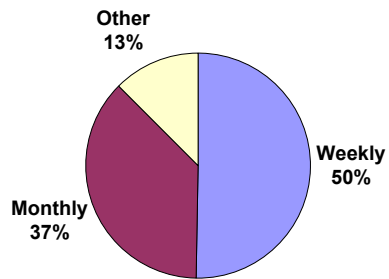
### Education



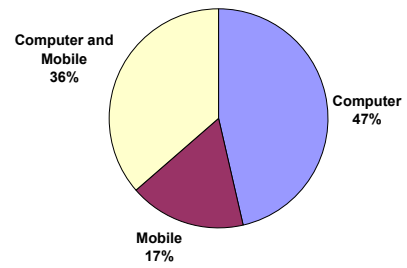
### Household Income



### Website Visitation Frequency



### Viewing Device



## AD DETAILS

We offer two different kinds of ads: (1) DISPLAY ADS that run along the right sidebar of the blog and (2) SPECIALTY ADS which include in-post ads, sponsored posts, RSS ads, etc. Descriptions and prices are listed below.

DISPLAY ADS		
<b>Position 1:</b> Large Sidebar Ad 285 x 265 (Top Right)	This ad is the largest available on the site. It is 300 x 250 pixels and appears in the right-hand sidebar. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 40kb and may not include animation.	\$499 PER 30 DAYS
<b>Position 2:</b> Medium Sidebar Ad 285 x 125 (Top Right)	This ad is 300 x 125 pixels and appears in the right-hand sidebar. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 35kb and may not include animation.	\$399 PER 30 DAYS
<b>Position 3:</b> Large Sidebar Ad 285 x 265 (Middle Right)	This ad is exactly the same size as the Position 1 ad; just in different position.	\$449 PER 30 DAYS
<b>Position 4:</b> Medium Sidebar Ad 285 x 125 (Middle Right)	This ad is exactly the same size as the Position 2 ad; just in different position.	\$349 PER 30 DAYS
<b>Position 5:</b> Small Sidebar Ad 125 x 125	These ads are 125 x 125 pixels and appear in the right-hand sidebar. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 30kb and may not include animation.	\$249 PER 30 DAYS
<b>Position 6:</b> Sponsored Post	David will write a 300-400 word post about your product or service and his experience with it. You can link to this post, excerpt it for your own marketing, or quote it on your own site. David will include links in the post to the appropriate landing page on your site. He will also Twitter the link to the post on the day it is published. He will also send it out with the post to his email subscribers.	\$1,200 PER 30 DAYS
<b>Position 7:</b> Middle Post Ad	This ad appears in the middle of individual posts. You will need to supply the text and a link to a landing page on your site. The text may be no more than 200 characters long. The ad will appear on each new post on the site for 30 days.	\$700 PER 30 DAYS

## DISPLAY ADS

<b>Position 8:</b> End Post Ad	This ad appears at the end of individual posts. You will need to supply the text and a link to a landing page on your site. The text may be no more than 200 characters long. The ad will appear on each new post on the site for 30 days.	<b>\$700</b> PER 30 DAYS
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### GUIDELINES & POLICIES

#### *Guidelines*

The design of your ad is your responsibility. Sizes and dimensions are enforced to ensure fair treatment for everyone. We do not allow animation on any ad.

To book an ad, please email Michael at [Michael@UltimateSurvivalTips.com](mailto:Michael@UltimateSurvivalTips.com).

#### *Review*

Keep in mind that we are definitely a G-Rated, family friendly organization. We reserve the right to approve all ads and to reject any advertiser for any reason. We are not liable for any claims arising from your ad or any errors in it.

#### *Rates*

All rates are subject to change. You may guarantee the price of an ad by booking and paying in advance.

#### *Payment*

Payment for ads is due no later than seven days prior to ad publication via PayPal. Prices advertised for ads do not include any service fees that may be imposed by PayPal.

#### *Additional Information*

For additional questions about advertising, please email Michael at [Michael@UltimateSurvivalTips.com](mailto:Michael@UltimateSurvivalTips.com).