

organic spa
MAGAZINE

DIGITAL
MARKETING



2017 ONLINE BRAND OPPORTUNITIES



WEBSITE

- Banners
- Video
- Meditation Room Sponsorship
- Wellness Vacation Listing
- Co-Branded Database Development
- Digital Edition Sponsor



E-MARKETING

- Dedicated eblasts
- eWellness Newsletter



SOCIAL MEDIA

- Sponsored Product Post
- Customized Social Media Campaign
- Customized Social Media Giveaway



DIGITAL CONTENT SPONSORSHIP

- Homepage Sponsored Content
- Sitewide Sidebar Sponsored Content
- eWellness Newsletter Sponsored Content

Organic Spa Media's digital platforms have a network reach of **10+ million**.

Advertisers have the unique opportunity to connect to high quality, engaged online audience across multiple digital and social media platforms:



WEBSITE

	Placement	Size	Rate
BANNERS	Sitewide	728x90 Global Leaderboard	\$6,000
		1517x188 Global Footer	\$4,500
	Homepage	Video	\$4,000
	Sitewide Sidebar	300x250 Medium Rectangle	\$950
		Video	\$1,950
Meditation Room	Monthly Sponsorship	\$3,000	

Banner Requirements Accepted formats include .JPEG, .GIF, and animated GIFs only. Files must be in specified banner size, 40k maximum file size. One banner per file. All banners must have a URL. Ads cannot initiate a download prompt nor download anything on page load, mouse-over or on-click—must go to landing page first where a download prompt may be allowed. The use of Organic Spa Media and related images, logos, content within advertising or advertiser landing pages are not allowed without direct written approval from Organic Spa Magazine.

Meditation Room Requirements Provide logo in PNG file with transparent background and website URL

Deadlines All ad files must be submitted one week prior to publication. Submit materials to taylor@organicspamagazine.com

HOMEPAGE VIDEO

Bring your brand to life with a 3 minute branded video customized to fit your needs.

Organic Spa Media will place the video on our homepage, along with collaborating with you on a customized social media campaign to generate traffic, brand awareness and leads.

A) Youtube/Vimeo link or .MOV, 200 word description of video and company URL. Full Banner ad may also be submitted to be placed within video post text. Full banner is 468x60 JPG.

**This sponsorship will be fully supported on all OSM social media channels.*

Rate: \$4,000 per month

B) SITEWIDE SIDEBAR Youtube/Vimeo link or .MOV file, video title and company URL.

Rate: \$1,950 per month

CUSTOM PRODUCTION - TO BE AVAILABLE

WEBSITE

WELLNESS VACATION LISTING

Opportunity for travel brands to promote wellness packages and retreats to *Organic Spa Magazine's* digital audience.

Rate: \$950 per month OR \$300 per week

Requirements Description of Wellness Vacation including detailed list of included activities and amenities, 1 high-res JPG image, vacation value and price, link to booking site.

Deadline:

All ad files must be submitted two weeks prior to publication.

DIGITAL EDITION SPONSOR

With a dedicated readership of over 80,000, this unique media vehicle provides advertisers with cost-effective tools to enhance their ads.

Benefits:

- Company logo placement on digital edition cover
- Company logo included in digital edition announcements
- Company logo hyperlinks to company website

Requirements Provide high-res company logo in PNG or EPS format with transparent background and URL to company website.

Rate: \$6,000 per issue

E-MARKETING

DEDICATED E-BLASTS

- A) To Consumers: Our 85,000 Digital Subscribers

Rate: \$4,000 per e-blast

- B) To Spa/Wellness Industry: 5,000 Spa/Wellness Professionals

Rate: \$2,500 per e-blast

ENEWSLETTER BANNER ADS

- To monthly Newsletter subscribers:

Rates & Size Options: 300x250 - \$1,500 per mo

600x250 - \$2,500 per mo

SOCIAL MEDIA

SPONSORED PRODUCT POST

A unique post promoting your brand's message across all of OSM's social media platforms.

Requirements 1 creative image with brand message

Rate: \$500 each, 3 or more \$350 each

CUSTOMIZED SOCIAL MEDIA CAMPAIGN

A customized social media campaign to build brand loyalty while engaging directly with OSM's audience across all social media platforms. Work with our social media team to design a unique & dynamic promotion.

4 Facebook posts, 10 Tweets, 2 Instagram, & 2 Pins

Requirements Specs will be determined after campaign is developed in Creative & Strategic meeting with OSM Social Media Manager

Rate: \$3,500, 3 or more \$2,900

SOCIAL MEDIA PRODUCT GIVEAWAY

A customized social media campaign to build brand and product awareness by engaging with OSM's social media audience. We will work with your team to create a co-branded landing page, with a form to collect entry data. The giveaway will be hosted on *organicspamagazine.com* for two weeks, with corresponding weekly social media posts to drive traffic and engagement.

Requirements: Our Social Media team will help you coordinate, promote and set up your giveaway.

Rate: \$1,500 per giveaway



DIGITAL CONTENT SPONSORSHIP

Organic Spa Media will designate a special section of the website for custom content from companies looking for more in-depth digital reach with their messaging. Choose between the nine categories of OSM website: Beauty, Fashion, Wellness, Travel, Fitness, Fashion, Food, Recipes, Green Design and Conservation. The sponsor will receive brand recognition and link backs to selected URLs, as well as promotion via social media sites. This is a phenomenal opportunity to build brand awareness and develop an educational platform.

HOMEPAGE SPONSORED CONTENT

OPTION A

Offers three distinct positions throughout the website.

- 1.) Placement in featured block top of homepage
- 2.) Placement in category block on homepage
- 3.) Placement in Latest Posts section

Rate: \$2,750

OPTION B

- 1.) Placement in category block on homepage
- 2.) Placement in Latest Posts section

Rate: \$1,950

SITE WIDE SIDEBAR SPONSORED CONTENT

The sponsored article will be featured on the site wide sidebar.

Rate: \$1,000

EWELLNESS NEWSLETTER SPONSORED CONTENT

This option allows sponsors to provide content for our monthly eWellness Newsletter that reaches our digital subscriber base. This a great choice for companies who have an educational platform or other pertinent information that they would like to promote and endorse. The sponsor will receive branding recognition and a link back to their site with each post, which will be listed at the bottom of the article and on the website homepage. Sponsored Content will be displayed prominently on our eWellness Newsletter and will click through to its own page on *Organic Spa Magazine's* website. Content will also be promoted via social media sites (Facebook, Twitter, Pinterest).

Rate: \$2,500 per mo

Terms & Conditions: All Digital Content Sponsorship submissions will be passed though the Organic Spa Media online editorial team for approval. No promotional references or direct advertising within the provided content will be accepted.



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