

the gunslinging housewife .com

The Gunslinging Housewife (www.gunslinginghousewife.com) is a new web publication based out of Reno, NV geared towards the average woman. It is written by a NRA Certified Instructor who is a wife, mother, and lover of guns. The target audience of The Gunslinging Housewife are women who are not in law enforcement, the military, or readers of other gun publications. They are women between the ages of 18 and 80 who read magazines geared for women from fashion, parenting, cooking, home and garden, but they also shoot guns. The Gunslinging Housewife combines the likes of gun magazines with women's magazines to create a fun site where women can be informed on products, get reviews on the functionality of various guns by a regular woman and who feel more compelled to take the word of the "average woman" into consideration when making purchases. The average woman is a consumer none the less and should not be excluded when taking sales into consideration. The Gunslinging Housewife offers a variety of advertising opportunities for your company at reasonable rates.

All ad spaces are 200x250 pixels and display on the sides of each page. Ads can be built either by your own design departments, or can be created by The Gunslinging Housewife. They display at random with each page refresh and will stay with the pages for the month they run when the stories get archived.

AD RATES:


Run Duration	Price Per Run	Local Business Rate	Features
1x	\$150	\$125	200x250 ad posted for one month.
3x	\$125	\$100	200x250 ad posted for one month, posted every 4 months.
6x	\$110	\$95	200x250 ad posted for one month, posted every 2 months, 50 word company review in New Years Issue.
12x	\$100	\$75	200x250 ad posted for one month, posted every month 50 word company review in New Years and Summer Issues with 150x150 company logo or photo of choice.

EXTRAS:

- \$175 One time 50 word company review.
- \$225 One time 50 word company review with 150x150 company logo or photo of choice.

These options can be purchased in addition to any services above or alone. It will run once. If you have any ad options above that include company reviews, you can purchase this

*Actual
Ad Size
200x250 pixels
(2.75"x3.5")
72 dpi*



FILE FORMATS:

If you submit your own ad, it must be 200x250 pixels at 72 dpi. If you submit a photo or logo for the company review it should be at 150x150 pixels at 72 dpi. Please send files over in RGB in either .jpg or .gif. Raw files can be sent over in Photoshop, Illustrator or InDesign (CS3 or lower.)

BILLING:

Payments are due at the end of the month your ad runs, however, you can make payments any time before then.

If you are interested in advertising with The Gunslinging Housewife, please feel free to contact me for more information or to set up your advertising option. Thank you!

Jenny Teague

The Gunslinging Housewife



Jenny@GunslingingHousewife.com

P.775.473.2539

C.775.530.5352

