

2010 ADVERTISING KIT

BOTTOM LINE

Ragamuffinsoul.com is the web presence of creative influencer, Carlos Whittaker. Widely read by an ever-expanding, highly engaged audience, this is one of the most influential blogs on the web, particularly among the early adopting creative class. Blog advertisers can expect to reach a targeted audience that responds enthusiastically to products and services that appeal to their unique interests and needs, including creative thinkers, worship leaders, professional church leaders, adoption advocates and web 2.0 enthusiasts.

To discuss your advertising needs, please contact mindyspradlin@gmail.com

NAVIGATE

Traffic & Rankings.....	1-2
Audience Profile	2
Audience Details.....	3-5
Advertising Options.....	6

SITE TRAFFIC

The latest data from Google Analytics indicates that **65,900 unique visitors** came to ragamuffinsoul.com in April 2010. These visitors produced **125,997 site visits and 240,157 pageviews**, spending an average of 2.5 minutes on the site.

RAGAMUFFINSOUL.com

2010 ADVERTISING KIT

SITE RANKINGS

No. 1 on Post Rank for Church Blogs and no. 5 on Christianity Blogs in 2009.

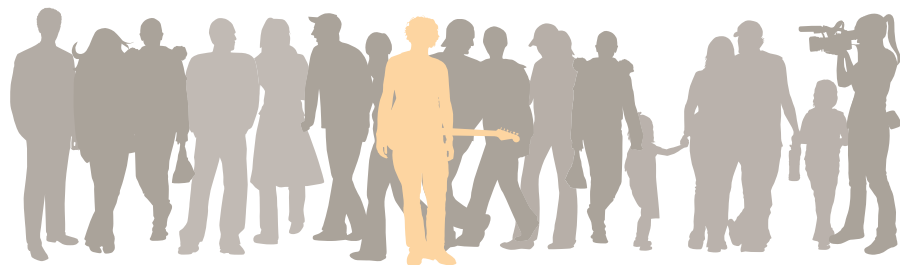
Currently fluctuating from 1-5 on either list on a daily basis.

No. 1 blog for creative Christians on the web.

In the top 10 twitter grades in Atlanta on a daily basis with 14,000 followers.

AUDIENCE PROFILE

The typical “Ragamuffin” is a 25-31 year old man with atleast an some college experience and most likely an undergraduate degree. An average income between \$35K and \$65K underscores the talented, web saavy creative class largely represented in this readership. A substantial majority of readers express a clear committment church attendance, conference attendance and Christian leadership.



These faith-driven creative leaders are introspective web 2.0 junkies who maintain a solid presence on Facebook and Twitter and read blogs primarily for personal growth. Their creative interests range from music to photography to design and writing. Another noteworthy consideration is that these socially conscious “doers” are peppered with a strong niche of adoption enthusiasts.

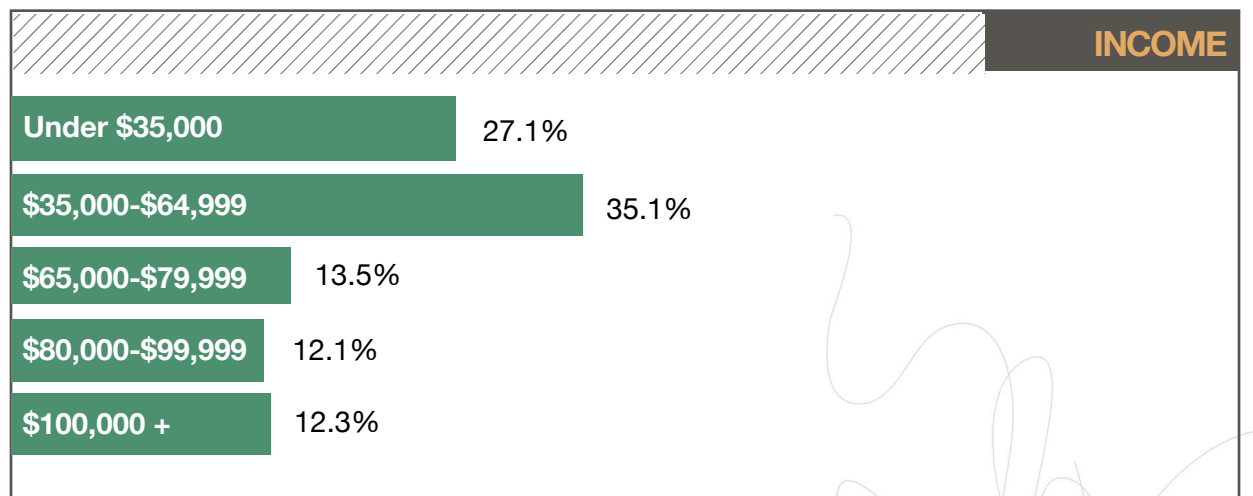
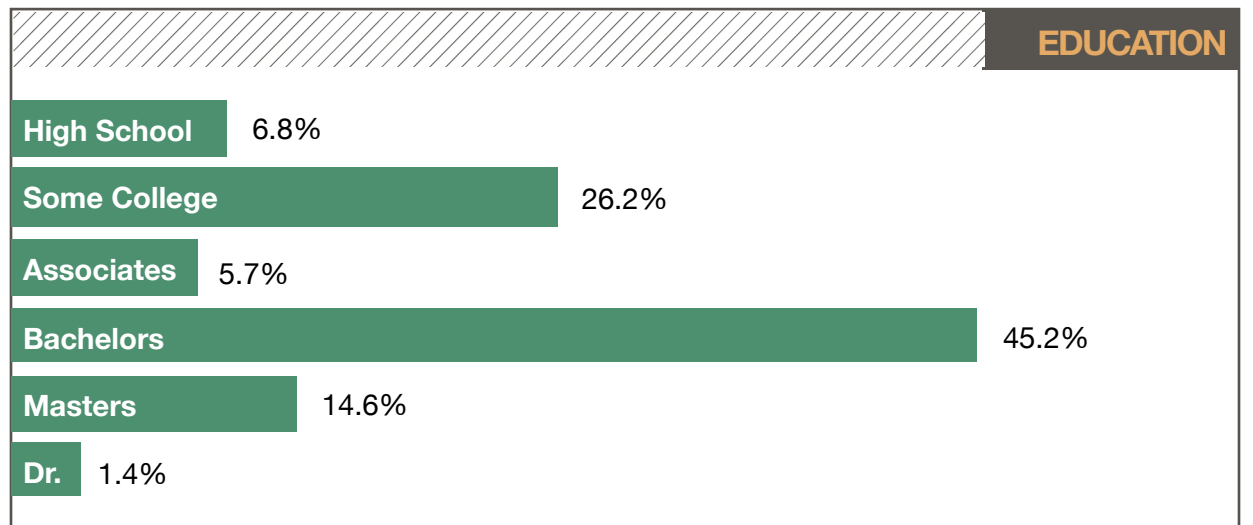
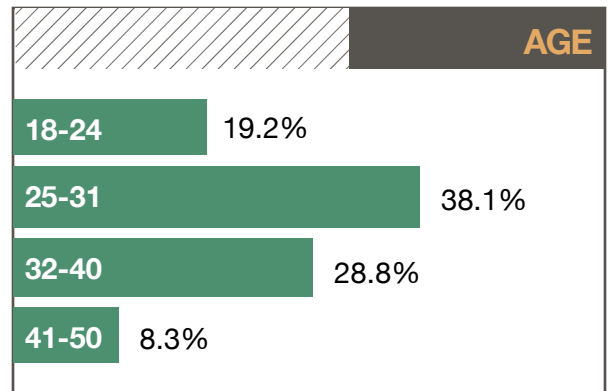
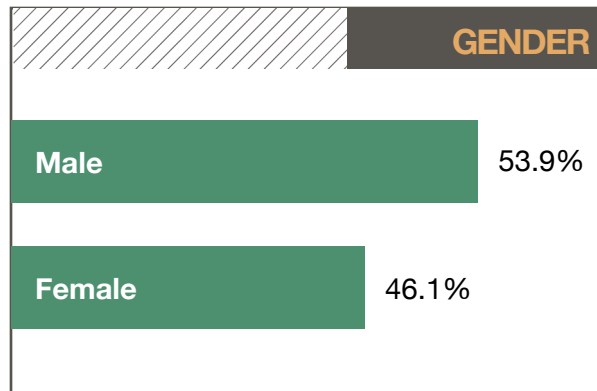
They visit and re-visit Ragamuffin Soul by the tens of thousands because they are frequently moved by honest & authentic writing, inspired by creative thinking and conversation, and challenged by spiritually reflective questions. Favorite topics include Family, Worship, Creativity and Authenticity.

RAGAMUFFINSOUL.com

2010 ADVERTISING KIT

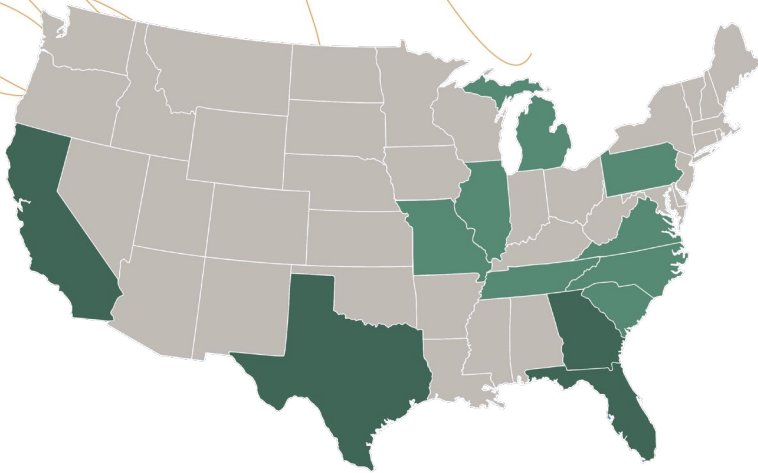
AUDIENCE DETAILS

A recent survey of the Ragamuffin Soul readers attracted responses from 857 readers. Here is the rundown of how they described themselves.



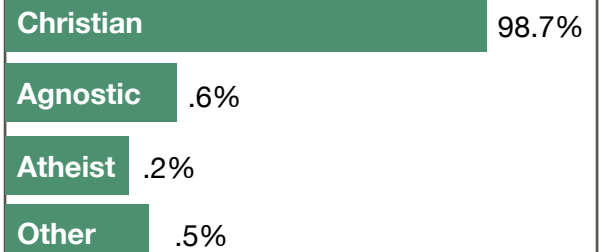
RAGAMUFFINSOUL.com

2010 ADVERTISING KIT

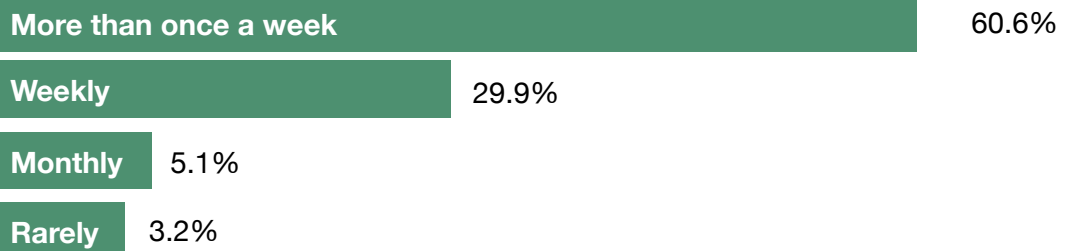


States with more than 3% of readers.

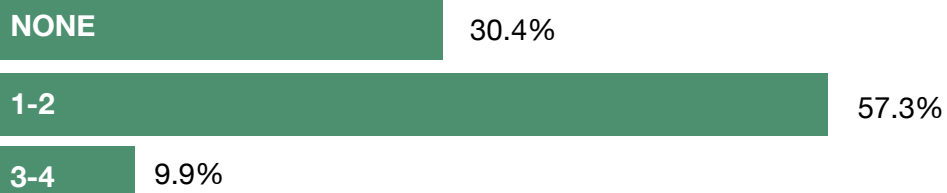
RELIGION



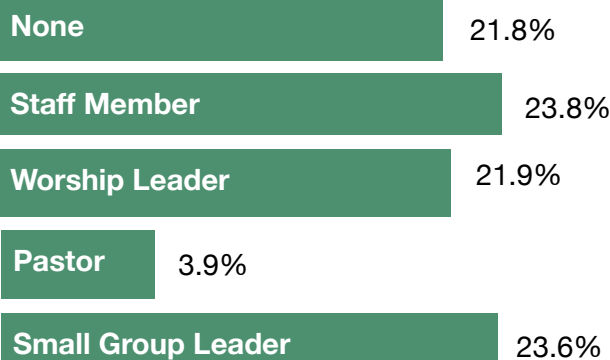
CHURCH ATTENDANCE



ANNUAL CONFERENCE ATTENDANCE



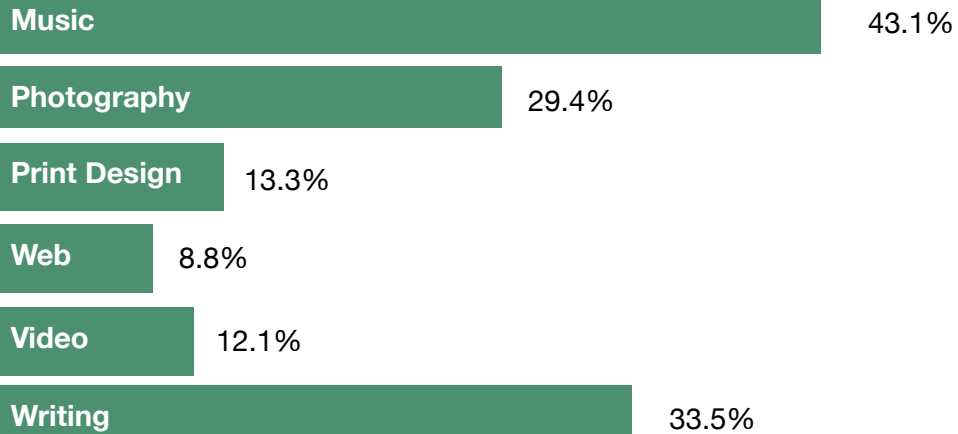
CHURCH LEADERSHIP ROLE



RAGAMUFFINSOUL.com

2010 ADVERTISING KIT

SWEET SPOT CREATIVE AREA



SOCIAL MEDIA ACTIVITY



WHY THEY READ BLOGS



WHY THEY FOLLOW RAGAMUFFIN SOUL

- FAMILY/ADOPTION
- WORSHIP/MUSIC
- CREATIVE INSPIRATION
- PERSONAL INTEREST
- SPIRITUAL DISCUSSION

Top Five
Reasons

RAGAMUFFINSOUL.com

2010 ADVERTISING KIT

ADVERTISING OPTIONS

Sponsored Post

SPOTS AVAILABLE: Unlimited

I will write a 250–300 word post about your product or service and my experience with it. You can link to this, excerpt it for your own marketing, or quote it on your own site. I will link in the post to the appropriate landing page on your site.

I will also twitter about your product twice that month at noon pacific time which proves to be the best time for a retweet.

Price: \$1,500 one-time

468x60 Pixel Ad

SPOTS AVAILABLE:

2 spots (below every first/second post on all pages site wide)

468px x 60px premium ad site-wide

Price - \$700 USD / month

250x250 Pixel Ad

SPOTS AVAILABLE:

1 spot (in sidebar on all pages site wide)

250px x 250px premium ad site-wide

Price - \$600 USD / month

125x125 Pixel Ad

SPOTS AVAILABLE:

6 spots in the sidebar on all pages site-wide

125px x 125px advert in right hand column on ALL pages.

Price - \$350 USD / month

250x125 Pixel Ad

SPOTS AVAILABLE:

1 spot in the sidebar on all pages site-wide

250px x 125px advert in right hand column on ALL pages.

Price - \$475 USD / month

