

payette*forward*

2016 DIGITAL MEDIA KIT



PAYETTE FORWARD MINDSET

From Startup to Audience Favorite

Since its inception in 2013, Payette Forward has evolved from a small startup into a trusted provider of the highest-quality information for consumers searching for solutions to problems with their iPhones, Macs, and other technology.

Expert Help For *Everyone*

AN APPLE INSIDER'S PERSPECTIVE

Founder David Payette's first-hand experience behind the scenes at Apple and user-friendly, down-to-earth style of writing have empowered and inspired millions of readers to solve frustrating problems with their devices.

PEOPLE LOVE PAYETTE FORWARD

Again and again, grateful Payette Forward users leave glowing reviews about how much they actually *enjoyed* reading an article about technology that even *they* could understand.

"Great website and really easy to follow – even for a technophobe like me."

KAREN

CONNECT WITH YOUR PROSPECTS

Talk to Your Audience Where They Live: Online

Averaging 1,750,000+ page views and 1,000,000+ unique visitors per month, Payette Forward is a leading source of high-quality, easy-to-understand solutions to problems with iPhones, iPads, Macs, and other devices.

RANKED #1 ON GOOGLE

Payette Forward consistently ranks #1 in organic search results for many of the most popular search terms. Our stellar content even outranks Apple's own support articles on several topics.

"The key is to buy space on sites that will put your advertising in the appropriate context, since prospects who are in the right frame of mind when they see your ad are more likely to act on and remember your message."



KIM T. GORDON

Entrepreneur Magazine Contributor
Owner of National Marketing Federation
Author of *Maximum Marketing, Minimum Dollars*

DIGITAL

1,000,000+
MONTHLY UNIQUE VISITORS

1.75 Million+
Monthly Page Views

15,000+
Opt-In Email Subscribers

SOCIAL

1.5 Million+
SHARES ON FACEBOOK, TWITTER,
GOOGLE+, AND PINTEREST

Reach a Highly-Targeted Audience

Leverage Payette Forward's targeted community of affluent high-end technology users to engage your customers.

PUT YOURSELF IN YOUR PROSPECTS' SHOES

Search Google for "iPhone Hot" or "Why Does My iPhone Battery Die?" and you'll discover that Payette Forward is the #1 source for the solutions your customers are searching for.

LEVERAGE THE PERFECT MOMENT

Connect With Customers When They're Ready To Buy

HOW WOULD YOU FEEL IF YOUR PHONE SUDDENLY STOPPED WORKING?

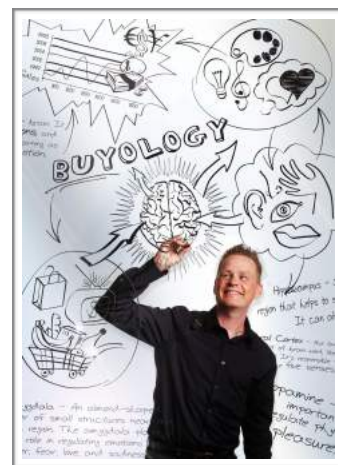
Payette Forward readers arrive with the strong desire to find answers to critical problems in their lives. Marketers know that the heightened emotional state produced by an unresolved need leads to the willingness to make purchase decisions.

THAT'S WHERE YOU COME IN.

Leverage the unique opportunity to associate your brand with the relief and delight our readers experience when their problem is finally solved, and they won't just buy from you: **They'll love you for being part of their solution.**

Your audience
depends on
technology in all areas
of their lives. When
their device stops
working, *so do they.*

“Products that evoke
emotions always win.”



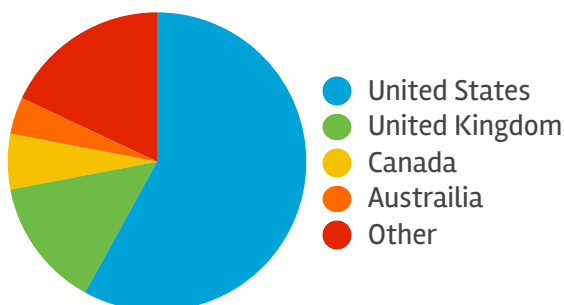
**MARTIN LINDSTROM,
NEUROMARKETER**

Featured in Time Magazine's
2009 Top 100

ENGAGE OUR AUDIENCE

GEOGRAPHY

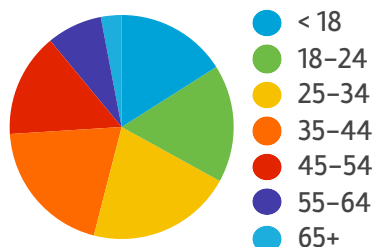
United States	58%
United Kingdom	14%
Canada	6%
Australia	4%
Other	18%



DEMOGRAPHICS

AGE

< 18	16%
18-24	17%
25-34	21%
35-44	20%
45-54	15%
55-64	8%
65+	3%



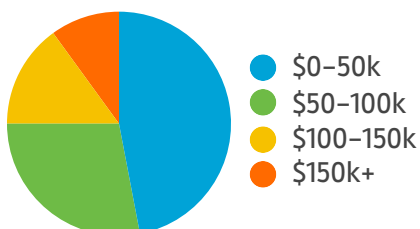
GENDER

Female	51%
Male	49%



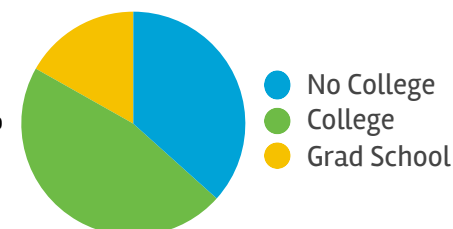
HOUSEHOLD INCOME

\$0-50k	47%
\$50-100k	28%
\$100-150k	15%
\$150k+	10%



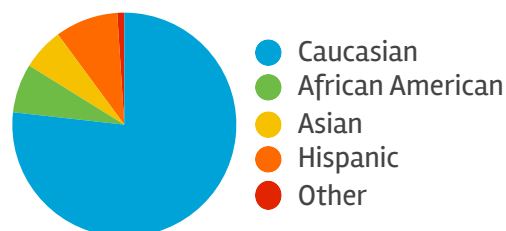
EDUCATION LEVEL

No College	37%
College	47%
Grad School	17%



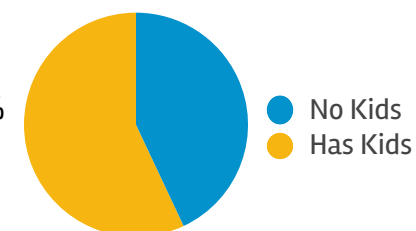
ETHNICITY

Caucasian	76%
African American	7%
Asian	6%
Hispanic	9%
Other	1%



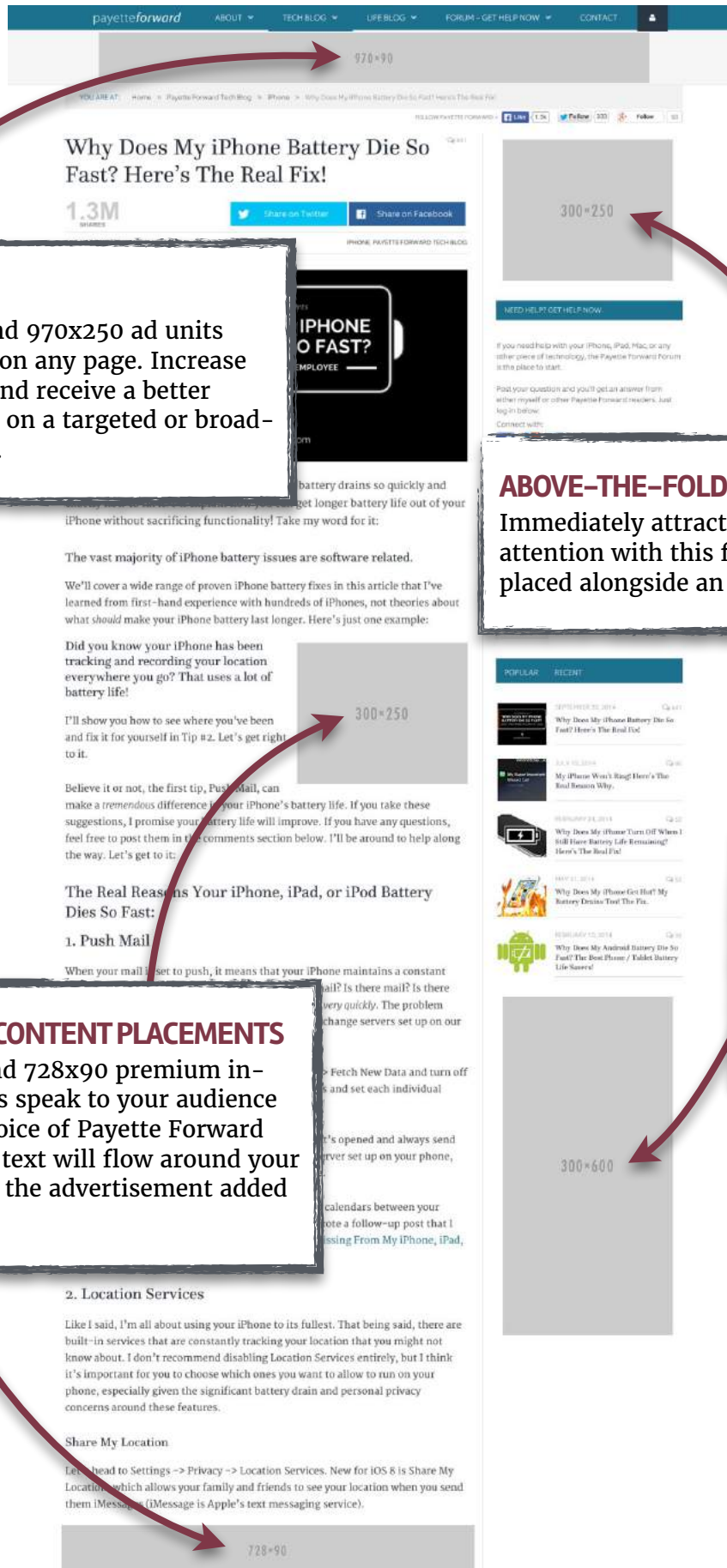
CHILDREN IN HOUSEHOLD

No Kids	43%
Has Kids	57%



DATA SOURCED FROM QUANTCAST AND
GOOGLE ANALYTICS IN AUGUST 2015.

DESKTOP AD UNITS



LEADERBOARD

Our 728x90, 970x90, and 970x250 ad units offer a strong presence on any page. Increase your brand awareness and receive a better response by advertising on a targeted or broad-reach run-of-site basis.

ABOVE-THE-FOLD RECTANGLE

Immediately attract your customers' attention with this featured ad unit placed alongside an article's title.

PREMIUM IN-CONTENT PLACEMENTS

Our 300x250 and 728x90 premium in-content ad units speak to your audience alongside the voice of Payette Forward experts. Article text will flow around your creative, giving the advertisement added value.

HALF-PAGE OR LARGE SKYSCRAPER

Make a bold statement to your audience with a 300x600 or large run-of-site ad.

MOBILE AD UNITS



MOBILE LEADERBOARD

Increase your brand awareness with a premium 320x50, 300x50, or 320x100 mobile leaderboard placed directly in your customers' line of sight.



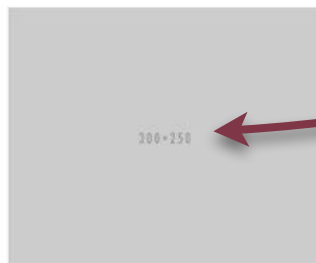
to tell you exactly
iPhone battery
drains so quickly and exactly
how to fix it. I'll explain how
you can get longer battery life
out of your iPhone without
sacrificing functionality! Take
my word for it:

The vast majority of iPhone
battery issues are software
related.

We'll cover a wide range of
proven iPhone battery fixes in
this article that I've learned
from first-hand experience
with hundreds of iPhones, not
theories about what *should*
make your iPhone battery last
longer. Here's just one
example:

PREMIUM IN-CONTENT PLACEMENTS

Attract the attention of your customers
with 300x250 and 336x280 rectangles
integrated into the content presented by
industry experts at Payette Forward.



Did you know your iPhone
has been tracking and
recording your location
everywhere you go? That
uses a lot of battery life!

I'll show you how to see where
you've been and fix it for
yourself in Tip #2. Let's get

2016 DIGITAL RATE CARD

Ready To Make The Most Of Your Marketing Budget?

Get the word out where it counts: Payette Forward is your resource for accessing iPhone, iPad, and Mac users everywhere.

Partner with Payette Forward to develop a comprehensive advertising strategy designed to meet your organization's objectives:

- Increase brand visibility among a targeted audience
- Convey your message at the perfect moment to drive results
- Ensure a healthy return on your marketing and advertising investment

Contact us to learn
about our
special rates for
first-time advertisers

TARGETED DISPLAY

SIZE	NET CPM
970 X 250	<u>contact us</u>
728 X 90 970 X 90	<u>contact us</u>
300 X 250 336 X 280	<u>contact us</u>
300 X 600	<u>contact us</u>
320 X 50	<u>contact us</u>

RUN OF SITE (ROS)

SIZE	NET CPM
970 X 250	<u>contact us</u>
728 X 90 970 X 90	<u>contact us</u>
300 X 250 336 X 280	<u>contact us</u>
300 X 600	<u>contact us</u>
320 X 50	<u>contact us</u>

AD TYPE	CREATIVE SIZE
LEADERBOARD	728 X 90 PX 970 X 90 PX 970 X 250 PX
MOBILE LEADERBOARD	320 X 50 PX
RECTANGLE	300 X 250 PX 336 X 280 PX
HALF PAGE	300 X 600 PX

ANIMATED

File size must be less than 50kb. For all ad units, maximum of 4 loops and 30 seconds.

RICH MEDIA

All rich media is accepted: Doubleclick, Flash, Pointroll, Eyeblander, etc. File size must be less than 100kb.

MATERIALS

AD UNITS

Email to ads@payetteforward.com. Due 3 business days prior to posting.

THIRD-PARTY SERVED

All third-party ads accepted.

RATES

Payette Forward rates are net cost per thousand (cpm) impressions.

GENERAL GUIDELINES

These advertising specifications are consistent with the recommendations of the Interactive Advertising Bureau. (www.iab.net)

Google Doubleclick for Publishers (formerly DART) is used to serve all Payette Forward advertisements. There is a minimum 72 hour turn around time once all creatives are submitted.

All ad units must launch a new browser window when clicked on.

All static ad types are accepted. (.JPG, .GIF, .SWF, .HTML)

CONTACT PAYETTE FORWARD

Let's Talk.

Contact advertising@payetteforward.com to start a conversation about how your brand can benefit from a partnership with Payette Forward.

Questions? We're Here To Help.

David Payette
President & CEO
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david@payetteforward.com

