

ReadyMade

Web Advertising Opportunities

Readymademag.com is comprised of a daily blog, a complete and searchable database of all *ReadyMade* projects, a reader forum with close to 4,000 members, user-created videos, and listings for design-related events.

READYMADEMAG.COM RECEIVES APPROXIMATELY 500,000 IMPRESSIONS AND 100,000 UNIQUE USERS PER MONTH. AVERAGE TIME SPENT ON SITE IS 3.5 MINUTES.

→ BANNER AND SKYSCRAPER ADVERTISING

HOME PAGE:

readymademag.com/advertising for placement

Files must be no larger than 85k

GIF and flash accepted

SIZES:

300 x 250 = \$20 CPM

728 x 90 = \$18 CPM

468 x 60 = \$15 CPM

160 x 600 = \$15 CPM

Specs: Files must be no more than 85k;

JPG, SWF, GIF format

READYMADE PROJECT ARCHIVE

readymademag.com/printarchive/

The *ReadyMade* Project Archive is an online database of all *ReadyMade* projects to date.

It is searchable and free. Sponsorship of the entire archive or select topics (photo-related projects, for example) is available.

Rate:

Entire archive: \$25,000 flat rate

Select content: Rate will be determined by number of projects in chosen topic.

→ SPONSORED MINISITE

readymademag.com/yaris

ReadyMade will create a custom website designed to reach the *ReadyMade* demographic of influential consumers. Site content will be tailored to brand objectives. Advertiser to supply copy, logos, and any images.

Rate: \$7,500 monthly

→ SPONSORED VIDEO BLOGS

readymademag.com/video

ReadyMade can run a 30 second trailer prior to all *ReadyMade* video content or create a dedicated custom project using client materials.

Rate:

Trailer: \$1,500/month

Dedicated project: \$1,500/month plus costs of production to be determined on a project basis.

→ DEDICATED AND SPONSORED EMAIL BLASTS

readymademag.com/newsletter/rmnews_hey

The sponsored newsletter is created specifically for the client using editorial content of interest to our readers and relevant to the advertiser product. Sponsored email includes banner ads and dedicated text. No Flash accepted. Delivered to 30,000 opt-in subscribers.

Rate: \$5,000 flat rate

→ EMAIL NEWSLETTER BANNERS

readymademag.com/newsletter/rmnews30

ReadyMade's newsletter banners are delivered to 30,000 opt-in members and come in the following sizes:

728x90 = \$1,500 flat rate

160x600 = \$1,500 flat rate