



DenverGreenChili.com

Your Guide to buying, freezing, and cooking with green chiles!

media kit

Advertising Guidelines

Insider Information

COVERAGE

Denvergreenchili.com currently averages about 1,500 unique visitors a day. The majority of the visitors live in Colorado, but visitors come from all over the US.

HIGHLY FOCUSED AUDIENCE

Over 90% of site visitors come from the three top search engines as a result of searching for "green chili", "green chili recipes", or a variation of these terms. Denvergreenchili.com currently appears in the top 5 search results for "green chili" in Google, Yahoo, and MSN when searched from the Rocky Mountain Region.

COST EFFECTIVE

With a passionate, highly focused audience and clear demographics, the rates are set to be affordable for small businesses as well as larger advertisers. When compared with print media, Denvergreenchili.com delivers visibility to the desired market at a fraction of the cost.

PERFORMANCE-BASED

Denvergreenchili.com works with advertisers to place ads in the most effective places on the site. Activity is tracked, and we work with you to adjust positioning, ad content, and pricing in order to maximize results.

WHO'S LOOKING*

Our visitor population consists of adults who love green chili and cooking with green chiles, but includes primarily older, affluent, Caucasian men.



- 62% female
- 70% ages 24-64
- 83% Caucasian
- 56% income over \$50K (total household income)
- 56% without kids under age 17

**data provided by Quantcast*

Site traffic is at a peak throughout green chile season (August through October) and during football season, climbing from August to February and dropping after the Super Bowl.



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RATES

| AD Unit | 1 MONTH | 2 MONTHS | 3 MONTHS |
|---------------------------------|---------|----------|----------|
| Button (150 x 60) | \$50 | \$80 | \$100 |
| Square Ad (150 x 150) | \$75 | \$125 | \$175 |
| Vertical Banner (150 x 250) | \$125 | \$200 | \$275 |
| Vertical Skyscraper (150 x 500) | \$200 | \$350 | \$500 |

Each ad unit is placed on 5 pages on DenverGreenChili.com, matching content. Graphics are provided by the client; call for quote to have us provide the graphics. See denvergreenchili.com/ads.aspx for examples.

Custom Advertising

DenverGreenChili.com works with a select group of advertisers in developing and executing customized ad campaigns, including coupons, joint ventures, events, off-site publicity, seo, and more.

Special arrangements can be made for dedicated pages on DenverGreenChili.com, appropriate for specialized products or for articles about the product that may not be satisfied by the product web site.

An example of a dedicated page, see: denvergreenchili.com/mcbroomchileroasters.aspx and a link to this page at denvergreenchili.com/roastgreenchiles.aspx

TRAFFIC PATTERNS

As of 8/13/2014 traffic averages over 1,500 unique visitors a day.

Seasonal: Highest traffic is from mid-July to February.

Weekly: Highest traffic is on Friday, Saturday and Sunday.

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