

Media Kit



Thank you for considering **The Houston Social Butterfly (THSB)** website for your advertising needs. THSB is one of the leading online resources in Houston Tx for social events, the club scene, restaurants and other happenings within the city.

WHY ADVERTISE WITH US?

Because THSB is not a typical blog of numerous events and staged photos, THSB is a Real blog its author Lory Ortiz provides her own personal insight into the events she attends. She is well established in the night club and bar scene and is well respected throughout Houston. She has amazing access to local celebrities and is always on the guest list of Gala events occurring within Houston.

OUR AUDIENCE

- Age Group – **72% of audience is between the ages of 25 – 37**
- Income Level – **Median income of \$58,000 a year**
- Educational Background – **62% college degree**
- Employment Status – **82% employed full time**
- Marital Status – **88% single**

OUR NUMBERS

- 22,300 Monthly Unique Visitors**
- 59,000 Monthly Page Views**
- 3000+ Facebook friends**
- Top 10 Search Results for: houston date spot, best date restaurant houston, best date places in houston, date spots in Houston, social events houston,**

ADVERTISING OPTIONS

Standard banner sizes are as follows: 125 x 125, 468 x 60, 120 x 600, 160 x 600

Ad Sizes	125 x 125	120 x 600	160 x 600	468 x 60
Monthly Rate	\$200.00	\$275.00	\$300.00	\$350.00

SPECIAL EVENT OPTIONS

Looking to promote a special event? You can have the event / events (up to 4 per order) placed on the calendar and 6 blog posts created for each event during a four week period in addition you will receive 1 blog posting 24 hours before the event and 1 the morning of the event for a total of 8 blog postings. These events will also appear on Lory's personal Facebook page, THSB Facebook page and Tweets.

The cost for Special Event Advertising is \$300.00 per event.

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NEED TO HOST AN EVENT

The Houston Social Butterfly team can plan and execute your special event for you. We do everything from venue selection, coordinating to execution. Call Today for rates!

PAYMENT OPTION(S)

We accept all major credit cards and Paypal, checks require a 7 day waiting period.

If you are looking to getting started today please email us at social@emggroup.net and we will forward an invoice to you along with a link for secure payment.



Elemental Media Group is the Advertising and Marketing company that represents “ The Houston Social Butterfly” website and will handle all inquiries and billing associated with advertising on the site.

Call Toll Free – 1.888.364.4736 or email us at social@emggroup.net

ADVERTISING GUIDELINES

Banners and Buttons

	Maximum File Size	Maximum Animation Length
468 x 60 - (Full Banner)	40k	:15
125 x 125 - (Square Button)	30k	:15

Skyscrapers

160 x 600 - (Wide Skyscraper)	40k	:15
120 x 600 - (Skyscraper)	40k	:15

- Target audience must be 18 and over and must be single/divorced (cannot target married or in a relationship).
- No underage girls. The advertiser must be able to provide verifiable documentation to prove that they have rights to the photos being used and age of individual in ad if so requested.
- No provocative, sexually suggestive or pornographic language. For example, no sexual words, no "hookups", no "hotties" and no "live web cams".
- Individuals featured in ads must be appropriately dressed. For example, no bathing suits, undergarments or exposed bellies; for men or women, no unbuttoned shirts revealing the chest; no excessively tight pants; no wet t-shirts or see-through clothing.
- No promotion of webcam or borderline pornographic sites. For example, no promotion of Adultfriendfinder.com, Amateurmach.com and Fling.com

Software Downloads and Site Security:

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- ❑ Ads must not include software downloads, automatic downloads or initiate any download, process or sequence for content, browser add on, or otherwise.
- ❑ No hidden, misleading or harmful functionality.
- ❑ No bundled components, features or functionalities with a user approved download (other than on a clear opt-out basis), including without limitation software commonly considered or classified as AdWare or Spyware.
- ❑ Ads must not contain or create ActiveX objects or embeds, or use any external JavaScript library.

User Experience / Ad Functionality:

Ads may include animation, video, flash, or rich media.

Ads must not employ audio, flashing, shaking, rolling, pulsing or other similar graphics or sounds (e.g., animated logos).

Ads must not block or impede browser functionality from working as intended (e.g., "Back" and "Close" functionality must be fully operational).

Ads must not feature false or misleading system messaging, warning messages, dialog boxes or error messages (e.g., application, system update, or diagnostic messaging).

Ads must not contain false or misleading "Close", "Minimize", "Maximize", or other Windows functionality.

Ads must not contain any form of survey, pop-ups, pop-unders, or other dialogue boxes (e.g., alerts).

Users may not be deceived into providing personal information without the user's knowledge, under false pretenses, or for unlawful purposes, or providing such personal information to companies who resell, trade, barter or otherwise misuse that personal information.

Ads must not interfere or otherwise interact with any of the content on any webpage (including without limitation changing or hiding the top banner or bottom footer of any webpage).

Ads must not contain any type of user tracking or functionality to provide information to users regarding "who viewed your page" or related information about other users.

Ads must not contain an invalid Landing Page URL.