



2017 MEDIA KIT

Since 1999 FreeBirthday.com has been the main online destination for consumers planning and celebrating Birthdays. Over 15,000 local visitors each month and growing as we aggressively market the Web Site and our “Growing Local” campaign.



An incredible opportunity to grow your Customer List!

- **15,000+ Unique visitors each month**
- **FreeBirthday.com mails to over 5,000 people celebrating a Birthday within 5 miles of your location each month**
- **110,000 opt in subscribers**
- **70% Female web site visitors**
- **Surveys show they will bring at least 2 people with them to celebrate a birthday.**
- **Birthday customers spend more**

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Contact Mike Schiano at 407-437-4059 or mike@freebirthday.com for more information



It's YOUR Birthday...EVERYTHING should be FREE!



WE TARGET SELECT CITIES AND NEIGHBORHOODS RATHER THAN LARGE METRO AREAS:

Orange County, Florida- Apopka, Bay Lake, Belle Isle , Bithlo, Christmas, Doctor Phillips, Edgewood, Gotha, Hunter's Creek, Lake Buena Vista, Maitland, Meadow Woods, Oakland, Ocoee, Orlando, Orlovista, Pine Castle, Pine Hills, Southchase, Taft, Tangerine, Union Park, Wedgefield, Williamsburg, Windermere, Winter Garden, Winter Park, Zellwood.

Lake County, FL - Altoona, Astatula, Astor, Bassville Park, Clermont, Eustis, Forest Hills, Fruitland Park, Grand Island, Groveland, Howey-In-The-Hills, Lady Lake, Leesburg, Mascotte, Minneola, Montverde, Mount Dora, Mount Plymouth, Okahumpka, Paisley, Sorrento, Tavares, Umatilla, Yalaha

Seminole County - Altamonte Springs, Casselberry, Forest City, Geneva, Goldenrod, Heathrow, Lake Mary, Lake Monroe, Longwood, Oviedo, Sanford, Wekiva Springs, Winter Springs

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Osceola County - Campbell, Celebration, Champions Gate, Deer Park, Four Corners, Harmony, Holopaw, Intercession City, Kenansville, Kissimmee s, Narcoossee, Poinciana, Reunion, St. Cloud, Yeehaw Junction

Polk County - Auburndale, Babson Park, Bartow, Bowlinbg Green, Bradely Junction, Brewster, Combee Settlement, Crooked Lake Park, Crystal Lake, Cypress Gardens, Davenport, Dundee, Eagle Lake, Fort Meade, Frostproof, Fussels Corner, Gibsonia, Green Pond, Haines City, Highland Park, Highlands City, Hillcrest Heights, Indian Lake Estates, Jan Phyl Village, Inwood, Kathleen, Lake Alfred, Lake Hamilton, Lake Wales, Lakeland, Lakeland Highlands, Mulberry, Polk City, Willow Oak, Winter Haven s, Wahneta, Waverley

Marion County - Anthony, Belleview, Citra, Dunnellon, Eastlake Weir, Fort McCoy, Hog Valley, Kerr City, Marion Oaks, Ocala, Ocklawaha, Orange Springs, Pedro, Reddick, Romeo, Salt Springs, Silver Springs Shores, Summerfield, Weirsdale

Sumter County - Bushnell, Center Hill, Coleman, Lake Panasoffkee, Sumterville, Oxford, The Villages, Webster, Wildwood

AD SPECIFICATIONS

Advertising on FreeBirthday.com is as EASY as 1 -2-3

1. Pick Your city
2. Pick your ad size
3. Activate your account

Ad Rates:

Premier



150 x 150 pixel logo size with text and a link to your site or special offer page. These ads are always on top and first to be seen and included in our emails to subscribers.

Make changes to your ad anytime for free.

\$149 per month. – Get your Free Ad

Standard

Text Ad with link to your site or special offer page.

\$99 per month – Get your Free Ad

- **No Long Term contracts**
- **Free ad copy writing and design help**
- **Optimized for mobile and Smart Phones**

Web Ads

✓ **Web Ad: 150 X 150px (File size under 80kb)**

If you are supplying a finished ad:

- ✓ Preferred file type is a high-resolution PDF file. Other acceptable file types are high resolution (300dpi) TIF or JPG.
- ✓ All spot colors and RGB images must be converted to CMYK
- ✓ Files should be created in the appropriate size as indicated above. Fees will be incurred for files that we have to modify or recreate.



FreeBirthday.com is not responsible for errors that the advertiser fails to correct the color of the on-screen proof and the printed materials will not be exact - there will be variation.

NEED DESIGN HELP?

If we're creating your Premier ad, please provide the following:

Your logo: Preferred file type is an EPS file created in Adobe Illustrator with fonts converted to outlines. Other acceptable files types are high-resolution (300dpi) PDF, TIF or JPG. (typically 500kb or larger)* All colors must be converted to CMYK (no spot colors please).

Photos or other images you wish to include in your ad: High-resolution (300dpi) PDF, TIF or JPG.* If you don't have photos or images, provide your thoughts on the type of images you wish to use.

Content: Ad copy, special offer, call-to-action, contact info: address, phone, web, social media, QR code

Additional design instructions/input: Colors to use or avoid. Overall style (traditional vs. modern, etc.) Feel free to reference other ads on the Web site where the style or ideas appeal to you. You may also send other ads you like as visual reference.



**An image copied from your website is low resolution and will not print clearly. Please do not send web images.*

Contact:

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