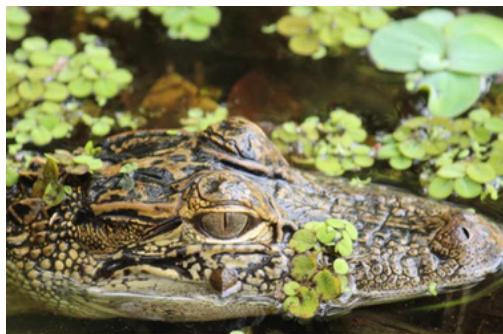


# RATE CARD

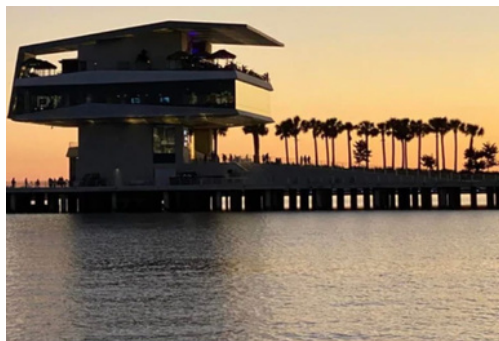
## PEN PAL ADVENTURE BOOK



### Roaming Alligators and High Tea - A Great Combination

FEBRUARY 2, 2023

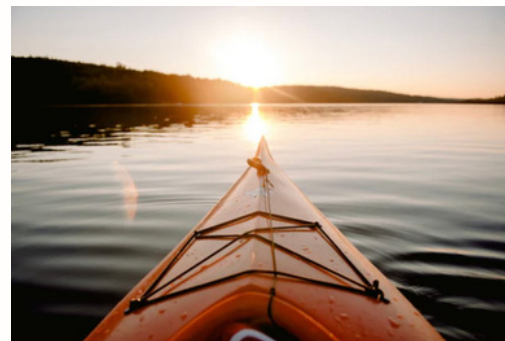
A trip to Boyd Hill Nature Preserve was where I encountered my first alligator in the wild! The 245-acre award-winning



### Sunset Cruise with Dolphins and a Seafood Dinner

JANUARY 17, 2023

Who ever said that Monday isn't just as much of a funday as Friday, Saturday or Sunday is mistaken. This past Monday I



### Kayaking the Mangroves at Weedon Island in St. Petersburg

JANUARY 13, 2023

Weedon Island in St. Petersburg Florida provides an excellent kayak experience

As a small business, we know that a great way to drive traffic to your website is through backlinks on other websites. That said, we offer a program where your business can sponsor an adventure, which essentially means putting your advertisement on one of our blog posts. By sponsoring an adventure, you help us with the ability to continue adding more day trips to our blog, which in turn helps our readers with ideas to fill the pages of their Pen Pal Adventure Book.

Sponsored advertisements sit at the bottom of a blog post and before you ask if they can be moved up, please understand that our blog is created intentionally for our followers to read stories about Pen Pal Adventures, and shall remain free from invasive pop-ups or blinking 'click-here' ads in the middle of a story.

Who is eligible to sponsor a blog post? Any business unrelated to an adventure. As an example, if you are an insurance company, a realtor or maybe a nail salon and your business is in a location that we have visited and written an adventure about – you would qualify to sponsor that post. If you are a local boutique store, you would qualify as long as we have not included your shop in that day trip adventure.

In order to maintain the integrity of our recommendations on day trips and adventures, we don't allow sponsorship or payment for visiting or experiencing something that relates to an adventure. BUT, if we have included you in a blog post, you can pay for us to 'boost' or advertise that blog post on Facebook. Paying for an advertisement on Facebook for a blog post that includes your company is an authentic way to sell your services – without selling your services! Our readers know that we only recommend and write about positive experiences worth sharing. If we didn't enjoy ourselves on an adventure or were unhappy with a service provided, it does not get shared. We don't spread negativity. Therefore, paying us to advertise one of our blog posts on Facebook is essentially just an honest review floating around social media and what could be better than that for any small business.

# SERVICES & RATES



93%

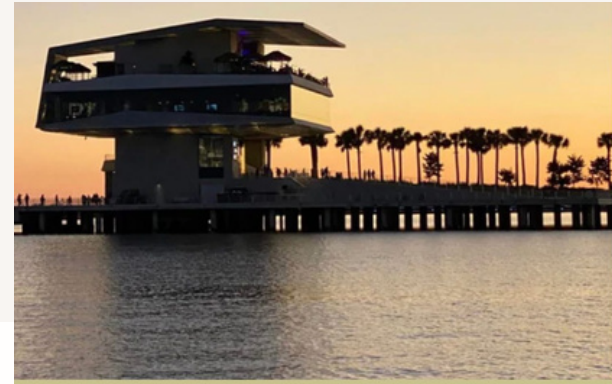


7%



34K

Reach



## Sunset Cruise with Dolphins and a Seafood Dinne...

JANUARY 17, 2023

Who ever said that Monday isn't just as much of a funday as Friday, Saturday or Sunday is mistaken. This past Monday, I enjoyed a casual night out with friends...

### SPONSORED POST **\$150**

*Your advertisement placed under a blog post of your choice*

- only one advertiser per post
- listed for 30 days

### SPONSORED POST **\$350**

*Your advertisement placed under a blog post of your choice*

- only one advertiser per post
- listed for 90 days

### BOOST A POST **\$80**

*Pay to advertise any blog post on Facebook*

- will run for 4 days

## TRAFFIC & SOURCES

All our blog posts are pushed on all social platforms, including tiktok, facebook, instagram, pinterest, vimeo and youtube.

Current reach per platform (60 days)

- Tiktok - 34k video views
- Pinterest - 34k Impressions/28k Total Audience
- Facebook/Insta - 8k Post Engagement

If you are ready to advertise with us, email or visit our website to use the contact form

[info@penpaladventurebook.com](mailto:info@penpaladventurebook.com)

<https://www.penpaladventurebook.com/pages/advertising>