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# Coffee Made Better



## Media kit

In order for us to continue writing about coffee news and culture, we partner with companies for sponsorship. We offer many modes and packages that we would love to work with you on. With our heavy base of readers and followers on our social media platforms, we believe we can bring a great deal of traffic and credibility to your company at a very low price. Please see our prices below and a brief description of what we offer on the following page.

Thank you for considering partnering with us!

Daniel Lancaster  
Editor-In-Chief  
[Coffeemadebetter.com](http://Coffeemadebetter.com)

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# Pricing Summary

*Sidebar ad: \$15/month or \$145/year*

*Email Newsletter Ad: \$5*

*Sponsored Article: \$165*

*"What We're Brewing" Article: \$50 + Send me coffee!*

*Affiliate Text Link: \$5*

*Affiliate Image Link: \$10*

*Sponsored Social Media Posts:*

*-Instagram Post: \$15*

*-Instagram Story: \$5 (add FB story +\$1)*

*-Pinterest: \$15*

*-Twitter: \$5*

*-Facebook: \$5*

*All Platforms Package: \$35*

*The Whole Nine Yards Package: \$195*

*The Big Coffee Brand Campaign: \$395 (\$642 value)*

*Want a custom strategy? Let's do it!*

*We also offer Digital Marketing Consulting: \$45/hr*

*DISCOUNTS: Give me a good reason why your company deserves it...and we can chat...I'm here for much more than money.*

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# Advertising Descriptions

## Sidebar ad:

On our site, we will put an ad for your company on our right sidebar.

## Ad in Email:

We send out a monthly Newsletter to our subscribers and within this newsletter you may claim an ad spot with a picture and link to your site.

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# Advertising Descriptions

## Sponsored Article:

We will work with you to write an article that best highlights your company and will post it on our website and share it out on all social media platforms. We simply ask for whatever information and details you can give about your company, and then we gather information of our own and write an article to draw traffic from our viewers to your company. A sponsored article from our website is also a great way to build credibility with your customers by sharing it out on your own platforms.

## Affiliate Link:

In one of our articles we will add an affiliate link that traces back to your website. You can choose either a text link (\$5) or an image link (\$10). These links can either be organic inside the article or can be put at the end of an article as a suggestion.

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# Social Media

## Instagram Post:

We will post a picture relating to your company and will tag you in both the picture and the caption. (9.4k Followers @coffeemadebetter)

## Instagram Story:

We will post a picture on our story relating to your company and will tag you in the story. (400+ impressions @coffeemadebetter)

## Pinterest:

We will post a picture on pinterest that links to your company. (5.4k followers and 78k+ monthly viewers @coffeemadebetter - typical posts get 2k-18k impressions)

## Twitter:

We will make a post on twitter relating to your company and will link it to you. (1.2k+ followers @coffeemadebest)

## Facebook: \$5

We will make a post on facebook relating to your company and will link it to you. (~125 followers (@coffeemadebetter))

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# Social Media

## All Platforms Package:

You will receive all of the above. Instagram Post, Instagram Story, Pinterest Post, Twitter Post, Facebook Post

## The Whole Nine Yards Package: \$195

All of our packages wrapped into one. A big boost for your brand at a discounted rate: A sponsored article with links to your company, A sidebar ad for a month, An email newsletter ad, All platforms social media package

## The Big Coffee Brand Campaign: \$395 (\$642 value)

-it's literally everything x2 plus more...deployed over 3 months

-the goal is to campaign your company for 3 months with minor influencing for an entire year

-let's talk...let's even customize.

*Let's work together to stop bad coffee!*