



WILLOWING ARTS  
*shine your light • willowing.org*

## Sponsorship Information

Thank you for your interest in sponsoring Willowing Arts! Over here at Willowing Arts we love connecting our beautiful audience of mixed media and personal development enthusiasts with inspiring businesses, people, services and products! Advertising on willowing.org is highly suitable for those who offer life enriching products & services like art products, online art courses, life coaching sessions, personal development courses/ products or any other wellness and creative products!

## Site Stats

The site gets between 75,000 to 100,000 monthly page views and approx 20,500 unique visitors per month (daily unique visitors range from 1500 – 2500). The site has over **53,300+** members (and tends to grow with 400 to 500 members each month). The newsletter currently has almost **42,000** subscribers. If you are interested in advertising, please contact Maddie on [hello@willowing.org](mailto:hello@willowing.org).

## Ad Placement Options

### Side bars:

Example of sidebar for ads: <https://www.willowing.org/blog/>

Individual blog post example with sidebar ad: <https://www.willowing.org/2018/02/13/the-art-of-sisterhood-2018-giveaway-and-blog-hop-yay/>

The 'my account' sidebar and 'classes sidebars' are also available for ad placement for main sponsor only.

### Newsletter placement options:

Top sponsor: 500 x 500 image + 100 words + link & title

Featured sponsor: 300 x 300 image + 50 words + link & title

Standard sponsor: 200 x 200 image + link & title

Basic sponsor: link & title

# Willowing Arts Ad Sections + Prices

(Cost per ad)

		Save 10%	Save 15%	Save 25%	Save 35%
Type of Sponsor/ Ad	x1	x2	x3	x6	x12
<i>1 spot per newsletter available for either:</i>					
<p>► <b>TOP SPONSOR - LARGE SIDE BAR</b></p> <p>One main sponsor gets exclusive highest placement in the monthly newsletter with large image (500 x 500 pix) and up to 100 words. Plus a large side bar image (185 x 370 pix) placed in 2 side bars on the willowing.org site (one in the blog side bar and individual blog posts, one in the 'my account' page).</p>	£170	£306	£434	£765	£1,326
<p>► <b>TOP SPONSOR - SMALL SIDE BAR</b></p> <p>One main sponsor gets exclusive highest placement in the monthly newsletter with large image (500 x 500 pix) and up to 100 words. Plus a small side bar image (185 x 185 pix) placed in 2 side bars on the willowing.org site (one in the blog side bar and individual blog posts, one in the 'my account' page).</p>	£130	£234	£332	£585	£1,014
<i>2 spots per newsletter available for either:</i>					
<p>► <b>FEATURED SPONSOR - LARGE SIDE BAR</b></p> <p>Two featured sponsors get 2<sup>nd</sup> or 3<sup>rd</sup> placement in the monthly newsletter with medium image (300 x 300 pix) and up to 50 words. Plus a large side bar image (185 x 370 pix) placed in 1 side bar on the willowing.org site (one in the blog side bar and individual blog posts).</p>	£150	£270	£383	£675	£1,170
<p>► <b>FEATURED SPONSOR - SMALL SIDE BAR</b></p> <p>Two featured sponsors get 2<sup>nd</sup> or 3<sup>rd</sup> placement in the monthly newsletter with medium image (300 x 300 pix) and up to 50 words. Plus a small side bar image (185 x 185 pix) placed in 1 side bar on the willowing.org site (one in the blog side bar and individual blog posts).</p>	£110	£198	£281	£495	£858
<i>3 spots per newsletter available for either:</i>					
<p>► <b>STANDARD SPONSOR - LARGE SIDE BAR</b></p> <p>Three standard sponsors get and ad space under the first 3 sponsors in the monthly newsletter with a small image (200 x 200 pix) and a linked name/ title. Plus a large side bar image (185 x 370 pix) placed in 1 side bar on the willowing.org site (one in the blog side bar and individual blog posts).</p>	£99	£178	£252	£446	£772
<p>► <b>STANDARD SPONSOR - SMALL SIDE BAR</b></p> <p>Three standard sponsors get and ad space under the first 3 sponsors in the monthly newsletter with a small image (200 x 200 pix) with a linked name/ title. Plus a small side bar image (185 x 185 pix) placed in 1 side bar on the willowing.org site (one in the blog side bar and individual blog posts).</p>	£79	£142	£201	£356	£616
<i>10 spots per newsletter available for either:</i>					
<p>► <b>BASIC SPONSOR - LARGE SIDE BAR</b></p> <p>Ten standard sponsors get a text link under the first 6 sponsors in the monthly newsletter (no image). Plus a large side bar image (185 x 370 pix) placed in 1 side bar on the willowing.org site (one in the blog side bar and individual blog posts).</p>	£65	£117	£166	£293	£780
<p>► <b>BASIC SPONSOR - SMALL SIDE BAR</b></p> <p>Ten standard sponsors get a text link under the first 6 sponsors in the monthly newsletter (no image). Plus a small side bar image (185 x 185 pix) placed in 1 side bar on the willowing.org site (one in the blog side bar and individual blog posts).</p>	£35	£63	£89	£158	£420

**Please note:** side bar images rotate – this means that your ad will appear in a different place each time the page is accessed. Placement of ads in the newsletter, however, are fixed.

## Willowing Arts Ad Specs

### ► TOP SPONSOR - LARGE SIDE BAR - AD SPEC

Please provide:

- Title / Name of product/ service
- 1 image for the newsletter 500 x 500
- URL link to the product/ service you want to link to
- Up to 100 words describing your product (can include links)
- 1 side bar image 300 x 600 (will be scaled to 185 x 370)

### ► TOP SPONSOR - SMALL SIDE BAR - AD SPEC

Please provide:

- Title / Name of product/ service
  - 1 image for the newsletter 500 x 500
  - URL link to the product/ service you want to link to
  - Up to 100 words describing your product (can include links)
  - 1 side bar image 300 x 300 (will be scaled to 185 x 185)
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### ► FEATURED SPONSOR - LARGE SIDE BAR - AD SPEC

Please provide:

- Title / Name of product/ service
- 1 image for the newsletter 300 x 300
- URL link to the product/ service you want to link to
- Up to 50 words describing your product (can include links)
- 1 side bar image 300 x 600 (will be scaled to 185 x 370)

### ► FEATURED SPONSOR - SMALL SIDE BAR - AD SPEC

Please provide:

- Title / Name of product/ service
  - 1 image for the newsletter 300 x 300
  - URL link to the product/ service you want to link to
  - Up to 50 words describing your product (can include links)
  - 1 side bar image 300 x 300 (will be scaled to 185 x 185)
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## ► STANDARD SPONSOR - LARGE SIDE BAR - AD SPEC

Please provide:

- Title / Name of product/ service
- 1 image for the newsletter 200 x 200
- URL link to the product/ service you want to link to
- 1 side bar image 300 x 600 (will be scaled to 185 x 370)

## ► STANDARD SPONSOR - SMALL SIDE BAR - AD SPEC

Please provide:

- Title / Name of product/ service
  - 1 image for the newsletter 200 x 200
  - URL link to the product/ service you want to link to
  - 1 side bar image 300 x 300 (will be scaled to 185 x 185)
- 

## ► BASIC SPONSOR - LARGE SIDE BAR - AD SPEC

Please provide:

- Title / Name of product/ service
- URL link to the product/ service you want to link to
- 1 side bar image 300 x 600 (will be scaled to 185 x 370)

## ► BASIC SPONSOR - SMALL SIDE BAR - AD SPEC

Please provide:

- Title / Name of product/ service
  - URL link to the product/ service you want to link to
  - 1 side bar image 300 x 300 (will be scaled to 185 x 185)
-

# Ad Placement Examples Newsletter

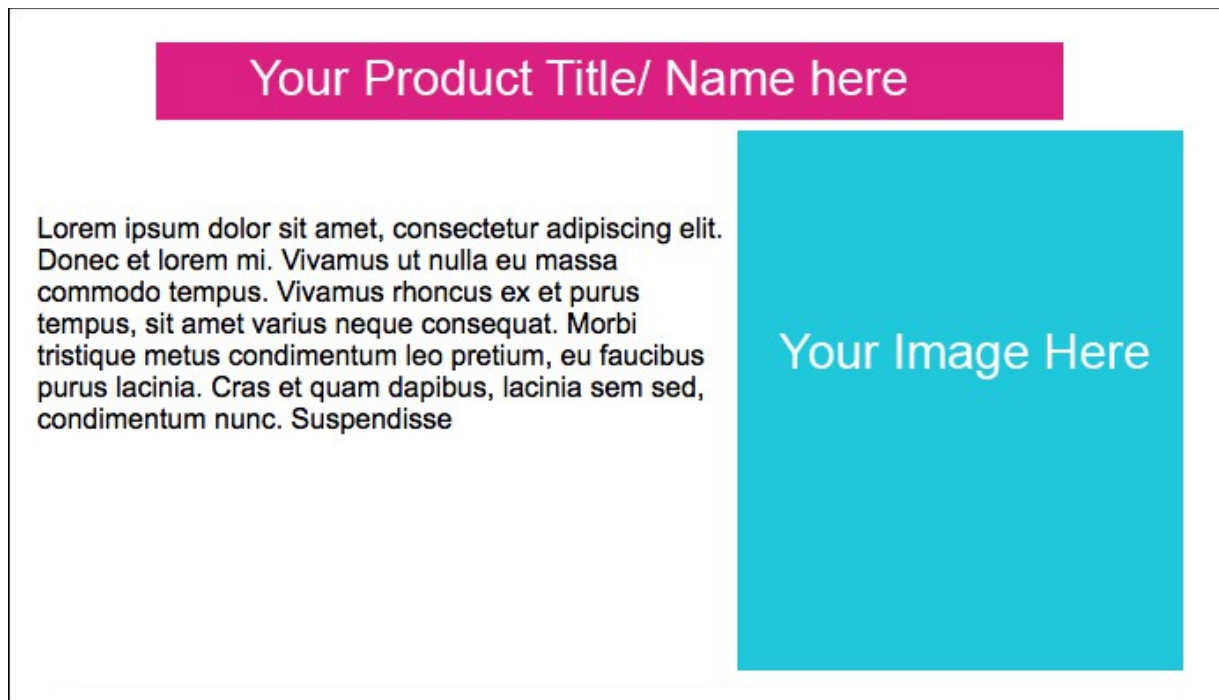
## ► TOP SPONSOR

Your product title here

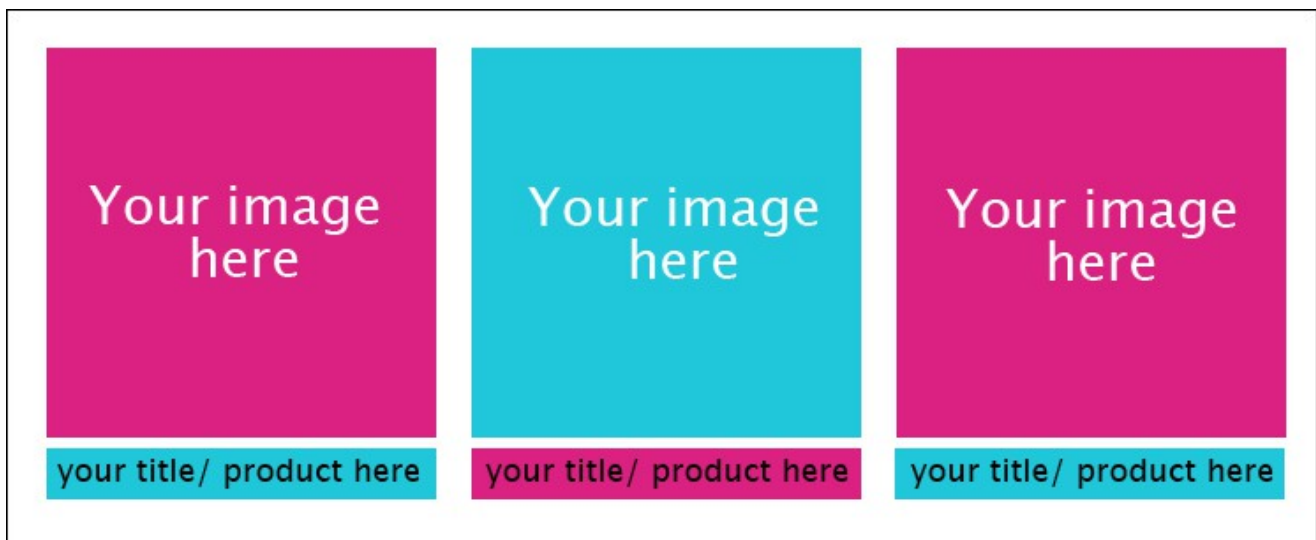
# Your Image Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec et lorem mi. Vivamus ut nulla eu massa commodo tempus. Vivamus rhoncus ex et purus tempus, sit amet varius neque consequat. Morbi tristique metus condimentum leo pretium, eu faucibus purus lacinia. Cras et quam dapibus, lacinia sem sed, condimentum nunc. Suspendisse. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec et lorem mi. Vivamus ut nulla eu massa commodo tempus. Vivamus rhoncus ex et purus tempus, sit amet varius neque consequat. Morbi tristique metus condimentum leo pretium, eu faucibus purus lacinia. Cras et quam dapibus, lacinia sem sed, condimentum nunc. Suspendisse

► FEATURED SPONSOR



► STANDARD SPONSOR



If you are interested in advertising, please contact Maddie on [hello@willowing.org](mailto:hello@willowing.org) letting her know which type of sponsorship you are interested in.

Please note that all type of sponsors spots have limited spaces apart from the link-only spots. So it's best to check with us that the month you want is available, before you make payment. It's also recommended to book your ads in advance.