

# **A Few Short Cuts**

***Saving You Time and Money in the  
Kitchen and at the Store!***

## **Media Kit**

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# Overview

## Summary:

I am Amanda Carlisle. I am a Stay at Home mom of 3, who blogs in her spare time. I love to cook and bake! It is even better when the ingredients are fresh and on sale! I focus on shopping on a budget, and then bringing those items home and cooking delicious, simple, inexpensive meals that the entire family will love! I also highlight current freebies, and sales for other household needs! A Few Short Cuts is an overall Frugal living site.

In addition to these things you will also find some Gluten Free and Dairy Free recipes on my site. There are allergies in my family and I know that this is an issue with others. I try to share as much as I can.

## Benefits to Companies and Advertisers:

According to a recent study by BlogHer and Compass Partners, more than one-third (35%) of all women in the U.S. aged 18 to 75 participate in the blogosphere at least once a week. And that number increases if less-frequent visits are factored in. Of those women who are online any amount of time, 53% read blogs, 37% post comments to blogs and 28% write or update blogs, according to the study. This study does not take into account time spent on social media sites like Facebook and Twitter which increase time spent significantly as more and more women use social platforms to connect with family and friends.

Advertising on family/Mom run blogs takes advantage of this group of women who are the predominate decision makers when it comes to purchases in their homes. Moms make the majority of the purchases when it comes to food and household items. What a great way to advertise your products to these women!

## Focus:

I focus on food, family, and savings. With the economy in its current state; everyone wants to save money. Not just money, but time. They want to spend as much quality time with their families as possible. So what better way than with A Few Short Cuts! Saving you time and money in the kitchen and at the store!

## Content:

A Few Short Cuts has a variety of content. It is an informational blog that includes current sales with coupon matchups, recipes, freebies, and product reviews/giveaway. I use videos in my review posts. I plan on adding Vlog (Video Blog) post shortly. Readers come to A Few Short Cuts to find their weekly deals and a meal to go with them.

## Audience Metrics:

Unique Visitors (per month):	8555
Page Views (per month):	36981
Average Time on Site:	00:02:25
Feed Subscribers:	315
Google Page Rank:	2

## Social Media Footprint

**Twitter:** I have 372 followers with numbers growing daily. I tweet all of my posts, and join in other twitter conversations, and Twitter parties. I also use twitter to promote giveaways, and reviews.

**Facebook:** [A Few Short Cuts has 407 Facebook fans](#) with numbers climbing. I post all of my blog posts here. I also post previews and giveaway updates. I respond to all comments made on the fan site personally.

*I am currently seeking sponsors to help make it possible for me to attend The Disney Social Media Moms Conference in Orlando, Florida in February. I would love to have your company as a Platinum sponsor and believe I am capable of offering your business a very unique marketing opportunity.*

*The cost of attending Disney Social Media Moms Conference includes but is not limited to registration, transportation, food, and incidentals.*

## **Sponsorship Packages**

I have put together some ideas for Sponsorship packages. I am open to all marketing ideas. I am happy to work with you to put together a custom package.

### **Platinum Sponsorship: \$350**

- A year of ad space above the fold on A Few Short Cuts.
- Original tweets for your company/brand/product sent out monthly for a year using bit.ly to track the response of each tweet and a personalized hashtag.
- Mentioning and linking to your website, using bit.ly for tracking, each time I write about Disney Social Media Moms with a minimum of three times.
- Personalized Vlog (video blog) detailing your support of me in helping to send me to Disney Social Media Moms, and giving information about your company/brand.
- Your company logo will be printed on business cards to be handed out at the conference.

### **Gold Sponsorship: \$200**

- Ad space on A Few Short Cuts above the fold for 3 months.
- Two Original tweets for your company/brand sent out before the conference using bit.ly to track the response of each tweet and a personalized hashtag.
- Mentioning and linking to your website, using bit.ly for tracking, three times when I write about Disney Social Media Moms.
- Your company logo will be printed on business cards to be handed out at the conference.

### **Silver Sponsorship: \$100**

- Two Original tweets for your company/brand sent out before the conference using bit.ly to track the response of each tweet and a personalized hashtag.
- Mentioning and linking to your website, using bit.ly for tracking, three times when I write about Disney Social Media Moms.

**Thank you for your consideration. Please contact me at [afewshortcuts@gmail.com](mailto:afewshortcuts@gmail.com) or 386-538-1175. So that I can ensure you receive the package of your choice. I look forward to attending the conference and**

**having you as my sponsor. For smaller sponsorship ideas see Ad Formats/Pricing.**

## **Ad Formats/Pricing**

We would LOVE to help spread the word about your wonderful product or site with an ad here on A Few Short Cuts! We also understand that in this economy the advertising budget is usually the first to go, so we're offering an affordable rate to our advertisers. Advertisers with A Few Short Cuts will enjoy page positioning that can be seen throughout the site.

### **Pricing:**

<b>Size</b>	125x125	300x250	180x150	728x90	160x600
<b>Monthly Rate</b>	\$10.00	\$20	\$15	\$40	\$35

Your graphics must be family friendly.

Your graphics must not contain or link to any plagiarized content, images, music, or file downloads. There is no guarantee as to traffic. This advertisement may or may not generate for your website/blog.

There is no promise of positive feedback, discussion, or promotions concerning your advertisement besides the general promotion of this blog. There, in fact, may be negative feedback concerning your advertisement, and you understand and agree that this blog will not in any way be held responsible or liable for such feedback, discussion, or commentary.

Payment can be made via PayPal or Check. All ads will post after payment is received.

# Reviews and Giveaways

A Few Short Cuts love to do product reviews and giveaways. If your company has a giveaway, or a review that you would like to see on A Few Short Cuts, please email us at [afewshortcuts@gmail.com](mailto:afewshortcuts@gmail.com). We are a family of 5 with 3 children; ages 9, 5, and 2. We love to review any food, household, children's products, and more. All products or sites must be approved to be relevant content before accepted. All reviews will be honest and unbiased.

## Product Review Policy

- I review products on my own time. If something is time sensitive, please contact me so we can work something out.
- My reviews cover both the pros and the cons of every product. If I dislike your product I will let you know before I run the review and give you the choice to not have me run it.
- I usually keep (or donate) everything that I review. Want me to review something pricey that **must** be returned? Email me and we'll discuss alternative arrangements.
- I fully disclose all reviews and giveaways at the end of each post.

If you would like to sponsor a contest or have your product reviewed,

Email me at [afewshortcuts@gmail.com](mailto:afewshortcuts@gmail.com)

Please include in your email:

- A description of the product(s) that you would like to promote for contests/giveaways or reviews.
- A short description of your business/website and product that I can incorporate into my post.
- A photo of the product you would like to promote.
- Any business logos you would like to have included.