



## Media Kit – Effective March 1, 2011

### ABOUT PASSION FOR SAVINGS:

*PassionforSavings.com is a blog focused on providing our readers with the best products, reviews, and deals to help them get the most for their money. We focus on Value and Education as well as Savings because we know a high quality product can save money over the long run. At Passion For Savings, life is about saving where you can so you can Spend where you want.*

### Quick Stats:

Unique Visitors/Month: **285,000 +**

Pageviews/Month: **1.3 Million +**

Visits /Month: **600,000 +**

Subscribers: **32,000 +**

Alexa Rating: **Less than 9,500**

Twitter: 20,000 +

@Passion4Savings:

Facebook: 55,000 +

Facebook.com/passionforsavings

### GET TO KNOW HEATHER:

*Heather Schisler is a Northwest Arkansas Mom, Married to her husband of 5 years and Stay at Home Mom to Zachary (Age 3) and Hailey (Age 1).*

*A firm believer that you don't have to sacrifice high quality items for the sake of living in budget, Heather shares tips and tricks for saving money on everything from Toothpaste to Designer Jeans. Heather believes you can live the lifestyle you dreamed of on a budget, It's all part of the journey of finding balance, and living well on less.*

*Heather has worked with Top Brands including: T.J. Maxx, ConAgra, Sony Electronics, Bissell, Intel, Crocs, S.C. Johnson, Medela, Joovy and more.*

### Ad Space:

Passion For Savings has 6, 125x125 Rotating Ad Spaces available at a rate of \$300 per month. All Ads subject to approval before scheduling. Sponsored Posts, and 250x300 ad rates available upon request.

### Reviews/Giveaways:

New Giveaways are Posted each week. There is a minimum \$100 Giveaway Value and an additional Product sample is required for reviews. No Charge for Giveaways. Please See the Giveaway Guidelines page for details.

### Custom Campaigns:

Conference Ambassadors, Brand Advocates, Twitter Parties, & Featured Posts are just a few of the ways we can work together. Please email us with any ideas you may have for working together.

**To Schedule Your Next Campaign Contact: [heather@passionforsavings.com](mailto:heather@passionforsavings.com)**



## Product Review & Giveaway Guidelines

**Please Read all of the Following Details Carefully Prior to Scheduling a Giveaway!**

To request and schedule a giveaway on Passion for Savings, please email Heather at [heather@passionforsavings.com](mailto:heather@passionforsavings.com) with the following details:

- Prize to be given away, \$100 min (Item, value, details, description of redemption procedures) – **Please note: Passion For Savings requires that a product be sent for review in addition the giveaway product.**
- Company Information including a short bio
- Contact information, & Sample products or coupons that can be found for this product
- Any Terms and Conditions that apply to redeeming the prize
- Dates you wish for the giveaway to be held – Please Confirm Scheduling on Specific Dates

Please note: We reserve the right to choose giveaways that will benefit our readers as we maintain a high standard for our site. Please send a Product Description and Confirm Scheduling before sending Products.

**IMPORTANT: COMPANIES ARE RESPONSIBLE FOR SHIPPING ALL GIVEAWAY PRIZES WITHIN 2 WEEKS OF RECEIVING THE WINNERS MAILING ADDRESS. PLEASE DO NOT SHIP THE GIVEAWAY PRIZE TO HEATHER.**

Readers will enter Giveaways in 4 manners:

1. Visiting your site to review a product, menu, sale, etc. and coming back to comment on our blog.
2. Subscribe to the RSS Feed or Daily Email Updates
3. Liking Passion For Savings on Facebook
4. Following Passion For Savings on Twitter and Tweeting about the giveaway.

Giveaways typically last at least 1 week, and the winner will be selected on the last day of the giveaway using And the Winner Is, a Built in Random Word Press Plug In. Winner will be contacted by email and has 48 hours to respond before another winner is selected.

The Prize must be mailed to the winner directly from the sponsor. Passion for Savings will send contact information to the sponsor as soon as it is received. **Passion for Savings will not take possession of the prize at any time. Sponsors are responsible for sending the prize directly to the winner.**

Product Review & Giveaway Items May be Mailed To:  
Passion For Savings | 3032 Amberwood St | Springdale, AR 72762