



Advertising with us:

It's a piece of cake. Choose an ad position on our site, and drop us a note via email (advertise@thesunbreak) with your advertisement image or logo/text combination attached. We'll get your ad up and running within hours. The details:

1 Pick an ad placement/flat fee:

- A. Midrise: 300x250 pixels / top right of page / display ad or logo-and-text. \$150 per month.
- B. Leaderboard: 728x90 pixels / bottom of page / display ad. \$100 per month.
- C. RSS Feed: 468x60 pixels / bottom of each RSS post / Display or text ad. \$45 per month.

2 Send us your ad:

Email us an ad image you've already created, or we can build one for you with your logo and a text call to action. Include a landing page URL in your message. We can accept .jpg, .gif, and Flash files.

3 Billing and service:

Have we mentioned our two-week free advertisement trial? (Are you a non-profit? Ask us about discounted rates.) Our InstiAds partners operate on 30-day billing cycles, so your credit card will be first billed not more than 30 days from your order.

Want to change your approach or message? You can send us a new image or tweak copy at any time, day or night.

Because we're invested in the success of your advertisements on The Sunbreak, we're here to help. If you need us for design advice or a quick online ad strategy consultation, email us at advertise@thesunbreak.com.



Why getting in front of our readers is good business

The SunBreak is a online magazine of news and culture. We're holding a conversation about all the things on Seattle's mind, from fine arts and food news to regional sports and politics. We publish in-depth stories daily, searching out little-heard perspectives, conducting sit-down profiles with thought leaders, and putting boots on the arts and culture ground.

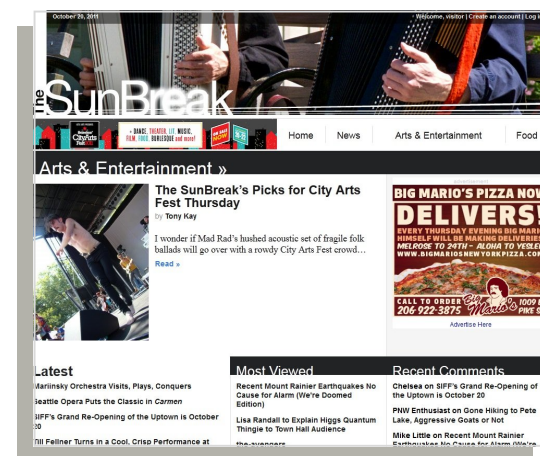
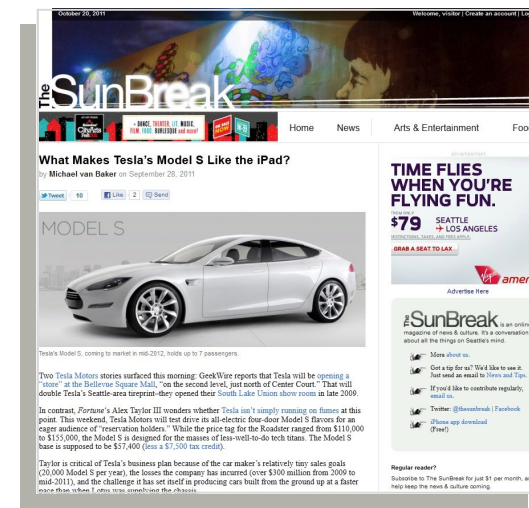
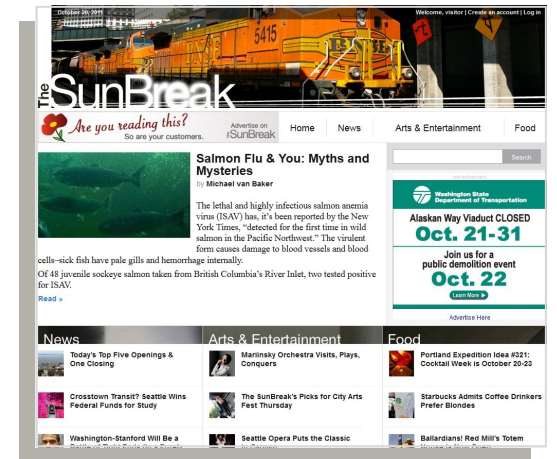
Our readers work in every Northwest company, organization, or agency you can think of, where they are very well paid, according to our demographic statistics. They're online, socially influential, and smart. They argue back. They're passionate about Seattle, and about good discourse. (No trolls allowed in our moderated comment section.)

A reboot last spring by a leading web designer has helped our traffic grow to 18,000 monthly readers, with 35,000 page views a month.

If you have something to say, tell our readers first. They'll do the rest. Your ad will stand out to them because we limit ad inventory on our pages.

Yes, that *is* unusual.

Michael van Baker
Editor & Publisher
(206) 214-6790



OUR AD PACKAGES RANGE FROM JUST \$45 TO \$150 PER MONTH, MAKING IT EASY FOR EVERYONE TO REACH OUR READERS. (SEE REVERSE FOR PLACEMENT AND PRICING DETAILS.) YOU HAVE REAL-TIME MANAGEMENT OF HOW MUCH YOU SPEND, HOW OFTEN YOUR AD RUNS, AND WHEN YOU UPDATE ANY TEXT AND ARTWORK. NATURALLY, WE'RE AVAILABLE TO HELP WITH EVERY STEP OF THE PROCESS, FROM AD DEVELOPMENT TO REPORTS ON IMPRESSIONS.

IT'S EASY TO GET STARTED. FLIP THE PAGE OVER TO LEARN MORE ABOUT THE PROCESS, OR EMAIL US WITH QUESTIONS: ADVERTISING@THESUNBREAK.COM