



## ABOUT QUICK AND DIRTY TIPS

**Q**uick and Dirty Tips digital media provides expert advice and information to make complex subjects easy to understand. Whether the topic is managing money, eating a healthy diet, getting fit, or communicating effectively, the Quick and Dirty Tips blogs, podcasts, and e-newsletters blend education and entertainment to make learning fun.

For our sponsors, Quick and Dirty Tips provides access to an educated, professional, affluent audience and places your brand message in the context of expert backed information that our audience returns to week after week in their quest to become smarter, richer, healthier, and, overall, better.

### QUICK AND DIRTY TIPS CONTENT CATEGORIES

Quick and Dirty Tips distributes branded audio podcasts, blog articles, and e-newsletters across six content verticals. The Quick and Dirty Tips shows for each category include the following:

#### *Education*

- Grammar Girl's Quick and Dirty Tips for Better Writing
- Math Dude's Quick and Dirty Tips to Make Math Easier
- Legal Lads Quick and Dirty Tips for a More Lawful Life

#### *Personal Finance*

- Money Girl's Quick and Dirty Tips for a Richer Life
- The Winning Investor's Quick and Dirty Tips to Make Money in Any Market

#### *Career & Work*

- Get-It-Done Guy's Quick and Dirty Tips to Work Less and Do More
- The Public Speaker's Quick and Dirty Tips For Improving Your Communication Skills
- Sales Guy's Quick and Dirty Tips for Getting the Deal Done

#### *Health*

- Nutrition Diva's Quick and Dirty Tips for Eating Well and Feeling Fabulous
- Get-Fit Guy's Quick and Dirty Tips to Slim Down and Shape Up
- House Call Doctor's Quick and Dirty Tips for Taking Charge of Your Health

#### *Lifestyle*

- Modern Manners Guy's Quick and Dirty Tips for a More Polite Life
- Mighty Mommy's Quick and Dirty Tips for Practical Parenting

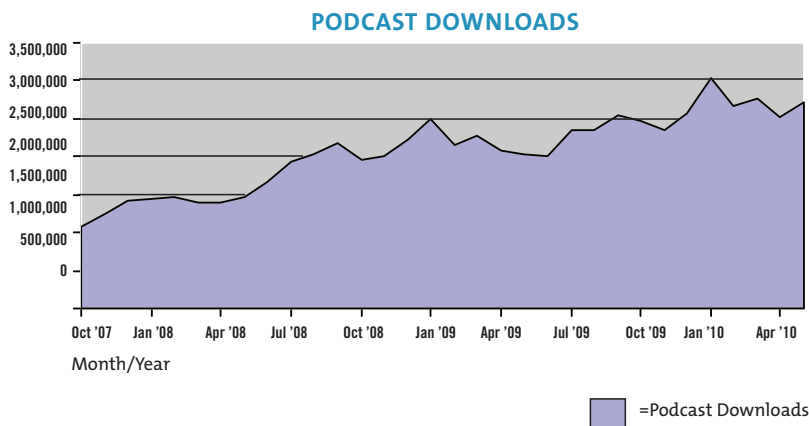
#### *Pets*

- The Dog Trainer's Quick and Dirty Tips for Teaching and Caring For Your Pet

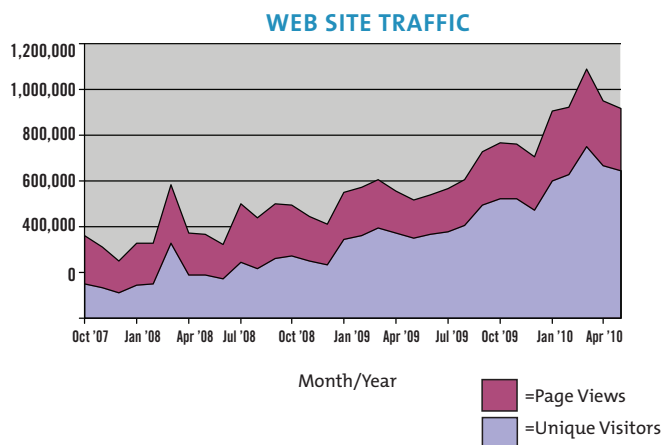
## QUICK AND DIRTY TIPS BY THE NUMBERS

Quick and Dirty Tips began in August 2006 with a single podcast show, *Grammar Girl's Quick and Dirty Tips for Better Writing*, on iTunes. Since then, we have grown (see growth charts below) to include 14 active podcast shows, a web site, and five weekly e-newsletters. The monthly audience metrics for each are:

- **Podcasts** 2.7 million downloads\*
- **Website** 600,000 unique visitors/ 1.0 million page views\*\*
- **Newsletters** 60,000 subscribers



Quick and Dirty Tips is a featured podcast provider on iTunes



## QUICK AND DIRTY TIPS AUDIENCE PROFILE

Across the media platforms, Quick and Dirty Tips listeners, readers, and subscribers fit the following profile:

- **Adults 25-54** 75%
- **Educated—Four Year Degree or higher** 75%
- **Male/Female** 45%/55%
- **HHI \$60k+** 60%
- **HHI \$100k +** 30%
- **Home Ownership** 55%
- **Shopped Online in Past Month** 85%

## QUICK AND DIRTY TIPS SPONSORSHIP OPPORTUNITIES

### *Audio Podcast Advertising*

30 – second sponsorship message read by podcast host after show introduction (mid-roll position)

#### *Specs*

- Sponsor must provide transcript for sponsorship message. The transcript should be under seventy (70) words.
- A pre-produced 30 second spot may be substituted for the announcer read message. Pre-produced recording must be submitted in an MP3 format.
- The deadline for all creative associated with podcast sponsorships is two (2) weeks prior to campaign launch

### *Display Advertising*

Ad units available on QuickandDirtyTips.com include: 728 x 90, 300 x 250, 160 x 600, prestitial 1 x 1

#### *Specs*

- Formats: GIF, JPEG
- Rich media: HTML, Flash, Java Script
- Maximum file size: 45k
- Looping/Animation 3x looping maximum
- 15 seconds of animation maximum
- All creative is due five (5) business days prior to campaign launch

### *E-mail Newsletter Advertising*

Text links or display ad options are available for Quick and Dirty Tips e-newsletters

#### *Specs*

- Twenty-five (25) word maximum for text links
- Display ad formats: JPEG, GIF
- Ad Sizes: 234 x 60; 120 x 90; 120 x 240
- Maximum file size: 20k
- All creative is due five (5) business days prior to campaign launch

### *Ad Rates*

To request a rate card or to inquire about customized campaigns that include a mix of podcast, display, and newsletter sponsorships, please contact Richard Rhorer at 646-922-1242 or email your request to [advertise@quickanddirtytips.com](mailto:advertise@quickanddirtytips.com).

