



## **WHY 50 BUILT?**

50 BUILT LLC is building an online resource for all things American-made. Public demand for American manufacturing is at an all time high, and several studies and polls show that it is one of the most important factors to our citizens when voting.

50 BUILT has a broad market reach with unique content. We share the passion of our readers and their desire to make 'American-made' a reality again. There is currently not a resource for our citizens to help bridge the gap and increase the understanding as to the reasons manufacturing is outsourced and the threats our domestic manufacturers face every day. 50 BUILT is providing access to real business owners, factories and industry figures to hear the experiences that these companies have been through.

The goal of 50 BUILT is to provide a platform for American manufacturers, a resource for our citizens and a catalyst for the American-made movement.

Being an advertiser on 50 BUILT shows our visitors your commitment and appreciation for the cause. The success of 50 BUILT, and the quality of the content depends on the support of our advertisers.

Educating the consumer is the strongest way to build brand loyalty. Advertising that you're made in USA is a strong message to send.

If you are a company that produces goods in the USA and would like to advertise on 50BUILT.com, please email ads@50BUILT.com.

## **RATES\***

### **AD SIZE**

**FRONT PAGE:** 300x250 pixels (only ad on page)

**SIDE BAR SQUARE:** 215x215 pixels

**SIDE BAR LONG:** 215 x 430 pixels

**FEATURE SPONSOR** 670x125 pixels

Email ADS@50BUILT with any questions.

### **MONTHLY FEE**

**\$250**

**\$75**

**\$100**

**\$75 (1-TIME FEE)**

## **ARTWORK**

Acceptable file formats: JPEG, GIF & PNG. May have up to 3 images if creating a rotating animated GIF. All artwork submitted in RGB. If you need assistance creating an ad, 50 BUILT can provide this service.

## **STATISTICS**

<b>MONTH</b>	<b>SITE VISITS</b>	<b>PAGE VIEWS</b>
AUGUST '12	<b>3063</b>	<b>7504</b>
SEPTEMBER '12	<b>1460</b>	<b>2867</b>
OCTOBER '12	<b>1967</b>	<b>3759</b>
NOVEMBER '12	<b>3378</b>	<b>5963</b>
DECEMBER '12	<b>2399</b>	<b>4172</b>
JANUARY '13	<b>2123</b>	<b>3330</b>
FEBRUARY '13	<b>1746</b>	<b>2663</b>
MARCH '13	<b>1916</b>	<b>3135</b>
APRIL '13	<b>TBA</b>	<b>TBA</b>
MAY '13	<b>TBA</b>	<b>TBA</b>
JUN'S'13	<b>TBA</b>	<b>TBA</b>
JULY '13	<b>TBA</b>	<b>TBA</b>
AUGUST '13	<b>TBA</b>	<b>TBA</b>

## **TERMS**

Contracts will be based on monthly fees, except for feature sponsors which run with a specific feature as long as it's on 50BUILT.com. Rates are based on 50 BUILT being updated weekly with new content, feature, news & products.