

# Texas Barbecue Online Magazine, Advertising Rate Card

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Website: www.Texas-Barbecue.com

## Online Advertising Options

Ad Placement	Description	Rate
<b>Homepage Feature Ad</b>	High visibility spot directly below the Home Screen Video and above the About Section, includes link to advertiser's website.	<b>\$100</b>
<b>Bottom of Home Page Ad</b>	Banner placement at the very bottom of the homepage.	<b>\$60</b>
<b>Pit Master of the Month Sponsorship</b>	Includes logo and link next to the monthly featured Pit Master profile on the website.	<b>\$50</b>
<b>Sponsored Articles Section, Top of Page</b>	Prominent banner above all sponsored articles.	<b>\$50</b>
<b>Sponsored Articles Section, Bottom of Page</b>	Banner placement below sponsored article listings.	<b>\$25</b>
<b>Sponsored Video Section, Top of Page</b>	Banner above embedded video gallery.	<b>\$50</b>
<b>Sponsored Video Section, Bottom of Page</b>	Banner below video gallery.	<b>\$25</b>
<b>In Article Ad</b>	Image or banner placed within articles between at least two paragraphs.	<b>\$25</b>
<b>Sponsored Individual Article</b>	Business sponsored post or feature story, up to 500 words.	<b>\$20 each</b>
<b>Sidebar Ad</b>	Static ad appearing on the right side of articles and pages.	<b>\$15</b>

## Custom Article Opportunities

Advertisers may submit up to 5 original 500 word articles or business write ups per year, depending on ad subscription level.

Ad Level	Articles Included
\$100 Ad	5 Articles
\$60 Ad	4 Articles
\$50 Ad	3 Articles
\$25 Ad	2 Articles

## On Site Video Opportunities

Video Type	Description
<b>Advertiser Produced Video, Your Production</b>	Hosted on the Texas Barbecue Online Magazine site. Includes link and exposure. \$125 base.
<b>Texas Barbecue Produced Video, Our Production</b>	Professionally filmed and edited by our team. Pricing varies based on location and project scope.

## Minimum Video Requirements

- Minimum resolution: 1080p, Full HD
- Orientation: Horizontal, landscape
- Lighting: Well lit, clear visibility of subjects
- Audio: Clean and understandable with minimal background noise
- Length: 30 seconds to 3 minutes

## Notes

- All ads include clickable links leading directly to the advertiser's website for viewer engagement.
- File formats: JPG, PNG, or MP4. Resolution 72 dpi, max 2 MB.
- Ads may be changed monthly at no additional cost.
- Discounts apply when a full year subscription is purchased and paid in advance.

# Texas Barbecue Online Magazine

## Complete Bundle Guide & Price Comparison

This guide details all bundle offerings, their included placements, customer benefits, and updated savings for advertisers.

### Bundle Packages

#### ***Starter Exposure Bundle – \$75***

**What's included:**

- Sidebar Ad (\$15)
- In-Article Ad (\$25)
- Sponsored Article Section – Bottom of Page (\$25)
- Added value: one Sponsored Individual Article (\$20 value free)

**How it benefits the customer:**

- Combines three ad placements across key sections for broader reach.
- Delivers high visibility at a low entry cost for small businesses.
- Adds a free Sponsored Article to boost brand credibility and exposure.
- Offers \$85+ in total value for only \$75.

#### ***Brand Visibility Bundle – \$150***

**What's included:**

- Homepage Feature Ad (\$100)
- Sidebar Ad (\$15)
- Sponsored Video Section – Bottom of Page (\$25)
- Sponsored Individual Article (\$20)

**How it benefits the customer:**

- Provides premium homepage placement for immediate visibility.
- Extends brand reach through video and sidebar exposure.
- Includes a Sponsored Article for storytelling and SEO benefits.
- Balanced package for businesses wanting strong, multi-format coverage.

### ***Pit Master Showcase Bundle – \$175***

**What's included:**

- Pit Master of the Month Sponsorship (\$50)
- Sponsored Video Section – Top of Page (\$50)
- Sponsored Articles Section – Top of Page (\$50)
- Sidebar Ad (\$15)
- One In-Article Ad (\$25)

**How it benefits the customer:**

- Aligns the sponsor with Texas pitmaster features and authority.
- Secures top-of-page placements in both video and article sections.
- Embeds the brand directly within content via an in-article ad.
- Ideal for BBQ brands, pit builders, or regional sponsors seeking prestige.

### ***Premium Exposure Bundle – \$250***

**What's included:**

- Homepage Feature Ad (\$100)
- Sponsored Video Section – Top of Page (\$50)
- Sponsored Articles Section – Top of Page (\$50)
- Two Sponsored Individual Articles (\$40 value)
- Sidebar Ad + In-Article Ad (\$40 value free)

**How it benefits the customer:**

- Commands top-of-page visibility across homepage, video, and articles.
- Provides two Sponsored Articles to expand brand messaging.
- Reinforces the advertiser's presence with sidebar and in-article support.
- Adds \$40 in free placements, offering exceptional value and reach.

### ***All-Access Sponsor Bundle – \$400***

**What's included:**

- Homepage Feature Ad (\$100)
- Pit Master of the Month (\$50)
- Sponsored Video Sections (Top + Bottom) (\$75 value combined)
- Sponsored Articles Sections (Top + Bottom) (\$75 value combined)
- Three Sponsored Individual Articles (\$60 value)
- Sidebar Ad and In-Article Ad (\$40 value)

**How it benefits the customer:**

- Delivers full-site coverage across every section and content type.
- Maintains strong brand presence throughout the entire campaign cycle.
- Positions the advertiser as a top-tier partner with multiple article features.
- Provides the highest reach, visibility, and value among all bundles.

**Updated Price Comparison**

Suggested adjustments provide more attractive savings and cleaner pricing tiers for better conversion results.

<b>Bundle Name</b>	<b>Original Total Value</b>	<b>Bundle Price</b>	<b>Previous Savings</b>	<b>Suggested Savings</b>
Starter Exposure Bundle	\$85	\$75	\$10 + Free \$20 Article	Keep as is
Brand Visibility Bundle	\$170	\$150	\$10	\$20
Pit Master Showcase Bundle	\$200	\$175	\$15	\$25
Premium Exposure Bundle	\$300	\$250	\$40	\$50
All-Access Sponsor Bundle	\$460	\$400	\$40	\$60

These structured bundles are designed to give advertisers flexible, high-impact options with clear, measurable value.