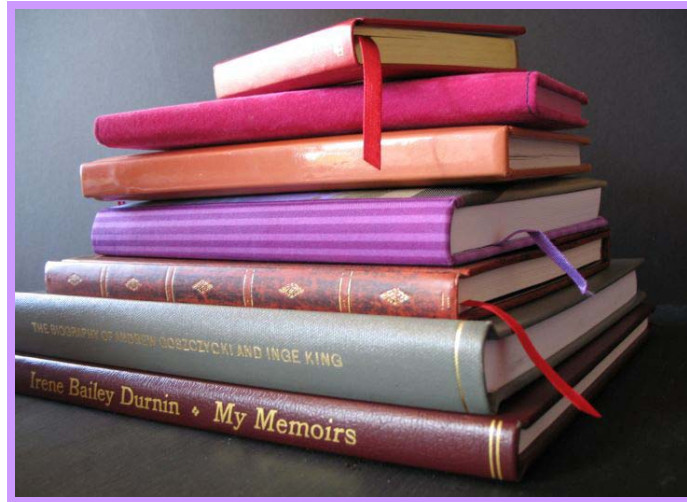




# Memoirs, Ink.

An Innovative Personal  
History Service



## ABOUT MEMOIRS INK

Memoirs Ink is a personal history service that preserves family legacies. Our mission is to encourage, celebrate, promote, publish and expand the genre of memoir. Felice Austin, president, founded the company on the belief that everyone's stories matter. Memoirs Ink clients have included CEO's, scientists, housewives, survivors, socialites, shepherds, musicians and more. Memoirs Ink writers include New York Times best-selling authors, x-professors, and other darn good writers. Memoirs Ink editors and film crew are all Hollywood veterans. The company is based in Los Angeles but has writers and interviewers all over the country.



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## AT A GLANCE STATS

- Founded in 2002 by freelance writer and columnist, Felice Austin.
- Memoirs Ink has produced dozens of privately commissioned memoirs and personal documentaries.
- Monthly opt-in newsletter has 2500+ subscribers.
- Memoirs Ink hosted its first annual *Personal Essay Writing Contest* in 2003 and its first annual *Half Yearly Writing Contest* in 2006.
- Contest receives entrants from 29 countries.
- The inaugural Photo Essay Contest deadline will be spring 2010.
- Winners will receive cash and merchandise from sponsors.

## WEB STATS

Avg. monthly visits – 3,000

Avg. monthly page views – 10,000

Avg. depth of visit – 3.75 pages

Avg. length of visit – 3.5 minutes

Avg. return user rate – 56.26%

Avg. new user rate – 51.74%

Advertising click through rate (Google Ads) – 2.93%

## SURVEY SAYS

91% of our newsletter subscribers are into writing or reading memoirs.

58% are interested in genealogy or learning about their ancestors.

69% of our subscribers are women.

75% subscribe to a hobby or special interest magazine.

80% shop online.

30% bought items/services recommended by our site; 25% plan to.

72% say photography is one of their hobbies.

77% are on Facebook or other social networking sites.



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## ADVERTIZING INFO

### AD SIZES:

Top banner (468 x 60 pix)  
Wide Skyscraper (160 x 600 pix)  
Side-panel button (120 x 90 pix)  
Link Ad

### AD SPECIFICATIONS:

We are here to assist you with integrating your ad into our website so that you get the highest click-through rate possible. Advertizing rates are negotiable. Please contact us if you are interested in purchasing ad space.

### SPONSORSHIP OPPORTUNITIES:

Memoirs Ink hosts several writing contests per year and one photo essay contest. If you are interested in purchasing a sponsorship package or donating merchandise, please contact us today. We have a limited number of packages available each year.



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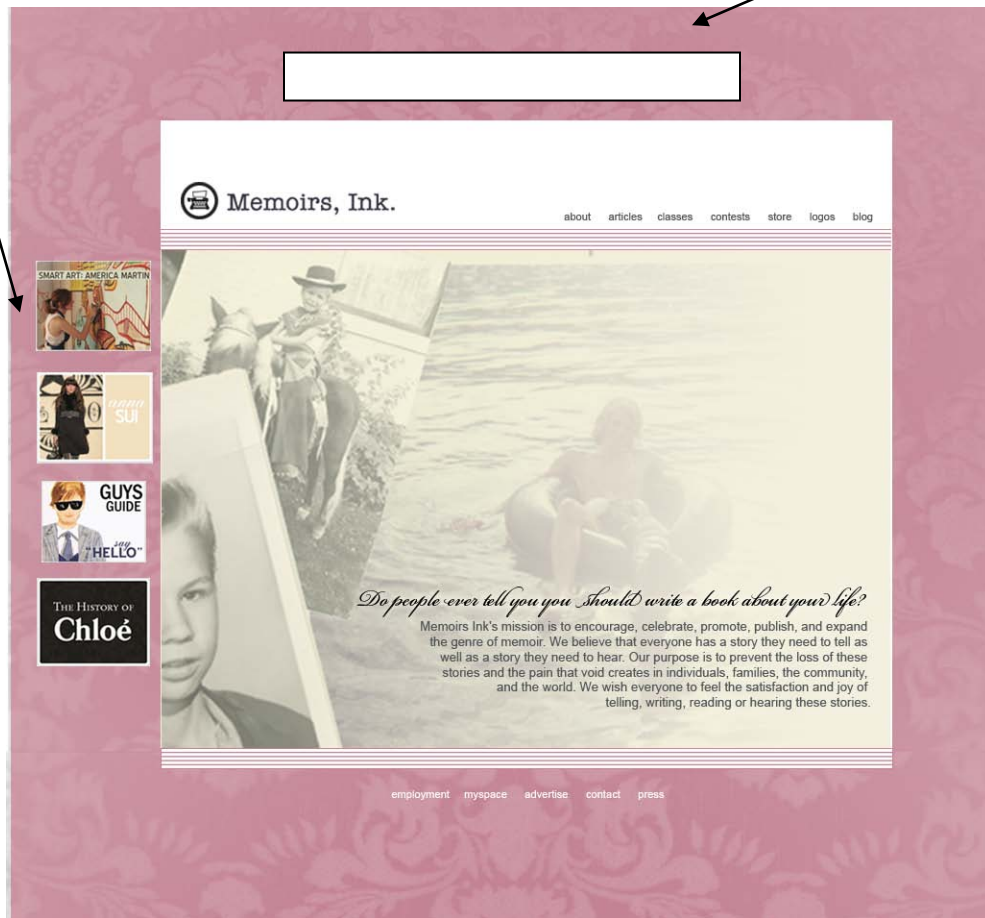
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## AD SIZES AND PLACEMENT

Below are several examples of what your top banner, side panel button or skyscraper ad could look like and where they are positioned on the site.

Side Panel Buttons

Top Banner





# Memoirs, Ink.

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Wide Skyscraper



We are here to assist you design and place your ad so that you get the highest click-through rate possible. **Please contact us today to purchase a sponsorship package.**

[www.MemoirsInk.com](http://www.MemoirsInk.com)

1-888-486-3664

[info@memoirsink.com](mailto:info@memoirsink.com)