



EDITORIAL AUDIENCE ADVERTISING BUZZ

Contact : sales@askmelissa.com

ASK MELISSA IS...

Our **lifestyle** email subscription and website is designed to provide fresh editorial content featuring best-in-class service provider recommendations in **art, events, health, travel, style, beauty, fitness, epicurean, green, family, home** and **more**. Subscription is complimentary.

As a subscriber, you will receive our weekly editorial emails (**AM Feature**) highlighting service providers and products that have been personally selected and tested by our editorial staff. We are not compensated by the providers for these reviews. As an Ask Melissa subscriber you will also receive select advertorial content (**AM Mention**) and exclusive announcements (**AM Flash** and **AM Scoop**) for various events, tours, trunk shows and sample sales.

Our website is a **one-stop haven for all things lifestyle**. Check out additional content such as guest editor reviews and blogs on current topics of interest. Read page six magazine, look at PMc party pics, make a dinner reservation, book a vacation and order our **editor's product picks** directly from us on-line. You can also visit our partners section offering tips and recommendations for fashion, health and more. Stay tuned for the "Melissa Asks" videos coming soon!

Let Ask Melissa share their discoveries with you and enhance your life!



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DEMOGRAPHICS*



ask melissa subscribers...

- are **trend** setters
- invest in **art**
- **travel** several times per year
- **read** often
- own **real estate**
- make annual **charitable** donations
- live in **NYC and the Tri-State Area**

gender

female	95%
male	5%

age (average) 40 years

education

college grad	100%
grad school	50%

household income \$250k - over \$50 million

net worth + \$3 million - over \$1 billion

marital status

married	90%
single	10%

children

yes	90%
no	10%

dine out per week 2-3 times

*Based on subscriber survey

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CURRENT ADVERTISERS



ABC Home
Algonquin Theater
Art on Site Studio Tours
Carlos Falchi Bags
City Meals on Wheels
Edit Fashion
Emmett McCarthy
Jill Heller Designs
Hamburg Kennedy
Photographs
Leshem Loft
Lissa Fine Jewelry
Mayflower Inn & Spa
Players Car Rental
Pologeorgis
Randy Ross
Robin Katz Vintage Jewels
Shawn Warren Designs
Si Belle
SoLUXE Stationary & Gifts
Tahari
Telepan Restaurant
The Economist
The Elegant Setting
The Gap
The Hampton Classic
The Studio
Tori Burch
Troy Furniture
UJA Federation
Vanessa Noel

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THE BUZZ

"I knew you would recommend someone wonderful as I totally value your opinion."

- **Marilyn Blumberg**, Subscriber

"We enjoy all your updates at Cottages & Gardens."

- **Eileen Ekstract**, Publisher: HC&G and PBC&G

"I got an AMAZING response from your email today. It looked beautiful and I was so appreciative and touched. Thank you so much - - I showed my agent AND my publicist and they can't wait to thank you in person."

- **Anisha Lakhani**, Author

"Not only did Ask Melissa help create 'buzz' about the Invisibelt, it absolutely made a difference with regards to my monthly sales."

- **Kathy Kramer**, Invisibelt

"My personal ticket sales have doubled since the blast - in less than a week. DOUBLED. I stand in awe of you."

- **Producer**, Broadway Show

"The website is AMAZING! I started to watch for it on Wednesday and it was well worth the wait. I could spend the entire morning reading it and planning my life."

- **Suzanne Plotch**, Subscriber

"I just want to thank you so much for referring Valda. She was wonderful."

- **Sharon B. Singer**, Subscriber

"Thank you SOOOOOOOO much for featuring me this "am". You have a terrific turn on the dime team. Hope to see you soon..."

- **Brownie (Karen) Brown**, Chef

"Hi Melissa - just wanted to drop you a note saying we got a great response from the email blast - thank you!"

- **Michael Jurick**, Photographer

"We love your article and would love to use it in our newsletter with your permission."

- **Liz Carmen**, Exec. VP at Tracy Stern Salontea



ASK MELISSA'S AD OPTIONS

BLASTS

- AM Mention Email** A full page advertorial email blast (available once per week). Up to 200 words, unlimited images and links. Includes a website presence after blast. See Spec Page for details.
- AM Flash Email** A full page time-sensitive email announcing Trunk Shows, Sample Sales or other events in the NYC area. Blasted - Timely; Includes a website presence after blast. Reminder email available for a fee. See Spec Page for details.
- Feature Email Banner** Full Banner (468x90) positioned left within an Editorial Feature email blast. Blasted 1-2x per week. See Spec Page for details.
- AM Scoop Co-op Email** Sharing a full page email blast with other non-competitive advertisers. Includes text and 1 image or logo. Includes presence on the AM Scoop Listing Web Page for 30 days. Blasted every Monday.

SITE

- Home Page Banners** Leaderboard (728 x 90) at top left or Medium Rectangle (300 x 250) on left above fold on the Ask Melissa Home Page. Runs for 30 days. See Spec Page for details.
- Feature Category Landing Page Banners** Leaderboard (728x90) positioned left or Skyscraper (160x600) positioned right on a Feature Category Landing Page (e.g. Art, Style). Runs for 30 days. See Spec Page for details.
- AM Mention/AM Flash/AM Scoop Landing Page Banners** Leaderboard (728x90) positioned left or Skyscraper (160x600) positioned right on an AM Mention, AM Flash or AM Scoop Landing Page. Runs for 30 days. See Spec Page for details.
- AM Scoop Listing** A time-sensitive monthly website listing for Trunk Shows, Sample Sales or other events in the NYC area. Maximized web presence positioning. Text-only format. Runs for 30 days.
- AM Roadblock** Full exclusive sponsorship of all advertising opportunities, including ALL Banners and Emails on Ask Melissa. Purchase Daily.
- Melissa Asks Video Sponsored Commercial** :10 to :20 spots available to sponsor our exclusive Melissa Asks videos on Home Page. Runs for 30 days.

TV

- NBC Sponsorship** :15 Billboard or :30 Commercial Sponsorships for "What's New at Ask Melissa" segments on NBC's Lifestyle Channel, NY Nonstop.

Send materials to : art@askmelissa.com
Contact : sales@askmelissa.com

SPECS

FEATURE / FLASH / MENTION

Image Sizes : (250 x 250, 72ppi)

Text Length : up to 200 words

* Features and Mentions should also include a logo. (W = 250)

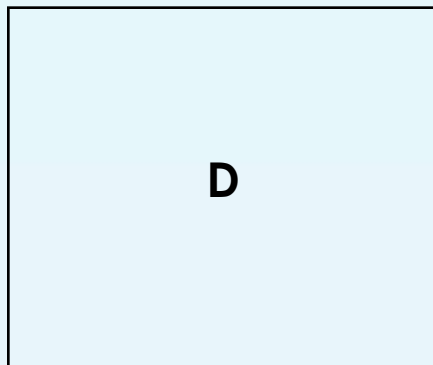
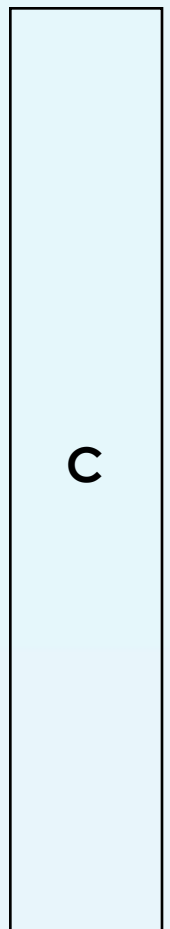
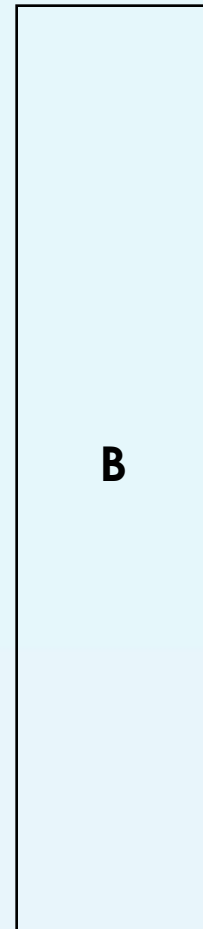
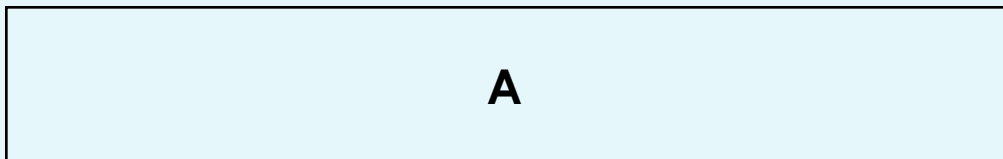
BANNERS

a. **Leaderboard (web only)** : (728 x 90, 72ppi)

b. **Skyscraper (web only)** : (160 x 600, 72ppi)

c. **Full Banner (email only)** : (120 x 600, 72ppi)

d. **Medium Rectangle (home page)** : (300 x 250, 72ppi)



* Banner creative development available for \$100 Flat Fee (Logo, Images, and Text must be provided)