Advertising Rate Card

What is Arizona Oddities?

Founded in 2009 by Andrea Aker, Arizona Oddities explores the quirks, quips, tales and turning points that have shaped Arizona's cultural identity. Andrea, Sam Lowe, Marshall Trimble and Clay Thompson serve as "The Guides," contributing a combination of book excerpts and new content developed especially for Arizona Oddities. To learn more about The Guides, visit http://arizonaoddities.com/about/.

Arizona Oddities' content spans the following departments:

- Recreation
- Art
- Dose of History
- Food & Dining
- Life & Culture
- Natural Surroundings
- Weather Talk
- Odd Observations
- Only in Arizona
- Small Town Scene
- Northern Arizona
- Valley of the Sun
- Southern Arizona

Arizona Oddities Audience

As of June 2013, Arizona Oddities (www.arizonaoddities.com) receives more than 11,000 unique visitors a month and more than 16,700 page views.

Readers represent diverse age ranges (mostly 19 to 66+), geographical locations throughout Arizona, as well as a combination of long-time/native residents and those new to the state. Popular hobbies and interests include reading, history, traveling, exploring, nature and outdoor activities.

Social Media Reach

Many Arizona Oddities readers are active social media users. Our Facebook page (www.facebook.com/arizonaoddities) has 2,600+ followers. The majority of Facebook posts receive comments from readers and/or "likes." The page serves as a hub for readers to communicate, swap AZ-related stories and share their own oddities.

Arizona Oddities is also active on Twitter (www.twitter.com/arizonaoddities.com). We currently have 2,500+ followers. Each article is promoted at least three times via the Arizona Oddities Twitter account.

Banner Ad Rates

All banner ads are 300 x 250 pixels.

Sidebar, Position 1: Introductory Rate!

For 1 month: $175 (US Dollars)

For 3 months: $480 ($160 per month)

For 6 months: $780 ($130 per month)

Sidebar, Position 2: Introductory Rate!

For 1 month: $150 (US Dollars)

For 3 months: $360 ($120 per month)

For 6 months: $540 ($90 per month)

Sidebar, Position 3: Introductory Rate!

For 1 month: $150 (US Dollars)

For 3 months: $360 ($120 per month)

For 6 months: $540 ($90 per month)

Sidebar, Position 4: Introductory Rate!

For 1 month: $100 (US Dollars)

For 3 months: $240 ($80 per month)

For 6 months: $420 ($70 per month)

Sidebar, Position 5: Introductory Rate!

For 1 month: $100 (US Dollars)

For 3 months: $240 ($80 per month)

For 6 months: $420 ($70 per month)

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Guest Article Program

The Advertorial Guest Article Program has been developed for published authors who have written books about Arizona's history, recreation, travel and/or culture. For a small fee, authors can contribute articles to ArizonaOddities.com and promote their books, book signings and other relevant events to thousands of people who visit the online publication monthly. For additional details, please email info@arizonaoddities.com.

Contacts & Connections

Questions? Comments? Want to get started?

Contact Andrea Aker, Arizona Oddities publisher/editor, at info@arizonaoddities.com or (602) 339-7339.

Like us on Facebook! www.facebook.com/arizonaoddities
Follow us on Twitter! www.twitter.com/arizonaoddities

Arizona Oddities™ is an online publication operated and maintained by Andrea Aker, owner of Aker Ink, LLC. For more information about Aker Ink, visit www.akerink.com.

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Rates

Aker Ink, LLC may revise its advertising rate schedule at any time upon 30 days written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice Aker Ink, LLC: PO Box 1775, Scottsdale, AZ 85252.

Right to Edit or Reject

Aker Ink, LLC may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.

Payment for Advertising

Advertiser shall pay for advertising in advance. No ad copy will be published without prior payment in full. Aker Ink, LLC has the sole discretion to change or waive the requirement. Acceptable forms of payment are cash, checks, money orders or certified checks. Credit card payments may be accepted via PayPal. Please contact us for details.

Typographical Errors; Incorrect Insertions or Omissions

The Advertiser's contract cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. Aker Ink, LLC agrees to run a corrective advertisement for that portion of the first insertion that may have been rendered valueless by such a typographical error, wrong insertion or omission. Advertiser shall notify Aker Ink, LLC of such errors to be corrected.

Aker Ink, LLC shall not be liable to Advertiser for any loss that results from the incorrect publication including, without limitation, typographical errors, incorrect insertion or omission of Advertiser's advertisements.

Indemnification

Advertiser agrees to indemnify, defend and hold harmless Aker Ink, LLC DBA Arizona Oddities from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which Aker Ink, LLC DBA Arizona Oddities or any of its affiliates may become liable by reason of website’s publication of Advertiser's advertising.

Ownership of Advertising Copy

All advertising copy which represents the creative effort of Arizona Oddities and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of Aker Ink, LLC including all rights of copyright therein. Advertiser understands and agrees that it cannot

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authorize photographic or other re-production, in whole or in part, of any such advertising copy for use in any other medium without the prior written consent of Aker Ink, LLC.

Taxes

If any Federal, State or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.

Cancellations

Cancellations will not be accepted after the payment has been accepted for the agreed upon ad term. Aker Ink, LLC reserves the right to cancel a contract at any time. Advertiser will be responsible for any production or creative services provided by Aker Ink, LLC regardless of the cancellation of Advertiser's advertising.

Positioning of Advertisements

Aker Ink, LLC shall have full latitude with respect to positioning all advertisements. Aker Ink, LLC will use its reasonable efforts to accommodate the Advertiser's requests; however, position of advertisements is not guaranteed.

Electronic Delivery

Facsimile or other electronic means may be used to send insertion orders, agreements and other instruction. They are considered binding when accepted by us, whether or not the original copies are sent or received. We may respond to you by the same or similar means.

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