



Takin' It Step by Step

WWW.LETSTEP.COM

Thank you for considering advertising with Step by Step!

You will have an unprecedented opportunity to expose your business, products and/or services and expand your customer base to a very niche market that you would ordinarily not reach. Advertising with us through our various market medians will enhance your brand awareness, build customer loyalty and generate *new* sales revenue for your organization.

Quick Facts

- ◆ Email Online Bi-Monthly Newsletters **reach over 8,000 subscribers** throughout the U.S. and Germany
- ◆ Online newsletters stay published for viewing in our Newsletter Archives on our website for at least 1 year; therefore, you will have year-round exposure of your business, product or service
- ◆ Over 4,000 new visitors to our website each month
- ◆ Our advertising strategy to promoting our website, products & services includes internet marketing, local newspapers, press releases, social networks, special events, and other promotional tools (business cards, brochures, e-newsletters, performances, demonstrations, etc)
- ◆ Our target demographic audience ranges from 30 to 60 years of age
- ◆ Step by Step Chapters have now been established in various cities including Washington, DC & Columbia, SC

ADVERTISEMENT RATES ON WEBSITE

Logo/company name/
Business card
(embedded link to your site) \$75/month

Event Flyer/Plugger \$25/month
(on Event page)

ADVERTISEMENT RATES ON MONTHLY NEWSLETTER
(distributed on or around 1st and 15th of each month)

Logo/event flyer/business card \$25 per month
(embedded link to your website)

Exclusive e-blast of event, service, \$100 (2 e-blasts per week for entire month), or
advertisement, etc. \$30 per week (one blast per week)

Consider being a Newsletter Sponsor for the Month!

Thank you for your consideration in advertising with us, and we'll see ya' on the dance floor!