

# alive

## SPECIAL ADVERTISING FEATURE

The screenshot shows the homepage of the 'alive' website. At the top, there is a navigation bar with the 'alive' logo and menu items: HOME, BEAUTY, ENVIRONMENT, FITNESS, FOOD + NUTRITION, HOLISTIC HEALING, and RECIPES. A search bar is located in the top right corner. Below the navigation bar, there is a sidebar on the left with a 'Store' section and a list of links: alive Academy, Readers' Stories, Contests + Giveaways, Quizzes + Tests, Discussion Forum, Healthy Community, Events Calendar, Health Retailer Search, alive Awards, Web Exclusives, and alive Australia. The main content area features a 'web exclusive' badge, an 'Article Title by author (insert name)' placeholder, and an 'ADVERTISEMENT content provided by YOUR LOGO HERE' section. Below this, there is a 'Your product image here' placeholder and a 'SIGN UP for our newsletter!' button. The bottom of the page includes a '2009 APEX AWARDS FOR PUBLICATION EXCELLENCE' logo and a 'Find a store:' section with a 'your postal code' input field and a 'submit' button. The page footer shows navigation links: 1 2 3 4 and Next Page >>>

## Special Advertising Feature - Online

*alive* is offering businesses the opportunity to supply unique articles for branded integration into the *alive.com* mix. Our website, *alive.com*, is comprised of original award winning content from *alive* magazine, and a vibrant online community of people who are passionate and interested in natural health products and services.

The variety and potential of applications for special advertising feature are endless and driven by the advertiser. Examples might be:

- New product launches
- Enhanced consumer education on solutions for health-specific conditions
- Increased awareness for specific product categories
- Greater exposure for emerging niche products
- New research results and cutting-edge innovations
- Greater understanding for the science behind leading brands

*alive's* unique combination of search, mapping, and banner ads linked to your article will create a potential of 80,000 to 240,000 impressions per article (depending on inventory) over 3 months.

## Specifications

### WRITER

Advertiser supplies article.

### ARTICLE TOPICS

To ensure content diversity, alive.com will accept a maximum of four articles per year on the same topic.

- Writer selects topic and provides brief synopsis.
- *alive* confirms inventory is available for topic.
- Publication of any topic is at the discretion of the Editorial Department.

*\*Please have your account manager confirm inventory is available prior to article submission.*

## Content Specifications

- Tone of article is positive.
- All health claims are backed by current research, and do not violate Schedule A.
- Articles will be marked "Advertisement" at the top of the article to comply with Canadian magazine industry guidelines.
- Maximum word count = 550 words.
- Writer provides Biography (maximum 60 words including contact information).

## Branding Opportunities

All special advertising feature articles include opportunities for branding. Each article will feature:

- Name and Logo of Company.
- One product image (to be embedded in article).
- A complimentary Tile ad created by *alive* that links to the article.



## Article Placement

The article will be searchable and displayed throughout alive.com according to topic.

- Includes a Run-of-site Tile ad link to direct visitors to the article.
- Article will be mapped/indexed for display in relevant sections/roots by alive.com webmaster.
- Article will also be searchable by keyword within alive.com site.
- Advertiser gets to submit keywords for search engine optimization.
- Articles will remain on alive.com for 3 months and then be removed.

**Value-added pricing: \$2,850.00.**