

media kit

digital advertising | social media promotions | online video marketing

goodnewsnotebook
powerful. positive. people.

PO Box 0075 | Conyers, Georgia 30012 | 678.824.2905

www.GoodNewsNotebook.com



the overview

using good news to connect you to your customers & your community

Dear Potential Advertiser:

We live in a world where everyone is expected to go online to look for bad news about celebrities, communities, and YES, companies. If you were asked to name ten (10) companies that you have heard bad news about, it would take a matter of minutes. Now, if you were asked for ten companies that are "Doing Good" by helping their communities,

The fact is that you would have to perform some extensive Internet research to find those companies. The Good News Notebook makes it simple. We feature Great Companies doing "good" in their communities. Our readers, subscribers, and admirers widely based their purchase decisions on "the good news" that we feature about each and every advertiser. In addition, our advertisers gain the benefits of "giving back" because we use your advertising & promotions dollars to support causes that you value in local communities, schools, and non-profits events.

Yes! Our advertisers can designate where their dollars go! You get 3 for 1... Advertisement, More Revenue while Giving Back. A true WIN-WIN that allows you to retain New Customers longer.

83% of Americans wish more of the products, services, and retailers they use would support causes.

// Cone Cause Evolution Study 2010 //

Sincerely yours,

Connie Alsobrook

Connie Alsobrook,
Founder & Editor In Chief
PO Box 0075 | Conyers, Georgia 30012 | 678.824.2905

www.GoodNewsNotebook.com

goodnewsnotebook
powerful. positive. people.



what we do

digital advertising | social media promotions | online video marketing

RECENT STUDY: 78 Percent Of Local-Mobile (Smartphone & Tablet) Searches Result In Offline Purchases.

// SOURCE: comScore, Neustar Localeze, 15 Miles - December 2013 //

In the Good News Notebook, our advertisers are our **CONTRIBUTORS**. We allow you to share your **EXPERTISE**!

Our bi-monthly digital magazine is designed to engage your customers where they live... online! The GNN Reader is a highly educated, very tech savvy consumer who uses smartphones, tablets, laptops, and desktop PC's to seek, evaluate, and ultimately, make a buying decision. While mobile phone Paid Search increased by 135% (CoVario), most small business advertisers do not have the budgets to take advantage of \$42.8 Billion in new revenue.

The Good News Notebook (GNN) aims to solve this digital divide between entrepreneurs and their mobile customers. Our engaging layout includes informative articles as opposed to crowded ads with tiny coupons. We provide high quality photography and brilliant crisp video services to help your article educate and connect with your customers. You convey your style, personality, & knowledge in full color on either a whole or half page format. There is more room for you to engage and continuously connect with your best customers. With GNN, **YOU ARE THE EXPERT!**

Moreover, the Good News Notebook (GNN) has both a digital copy and an interactive companion website. Now, combine these two resources with our stellar Social Media marketing efforts and you have phenomenal exposure.

Choose from a Full or Half Page Layout.
Full Color Advertising for every Advertiser.
Brilliant, Crisp Digital HD Video Available.
High Quality 300dpi Professional Photography.
Fully Interactive Website for 24/7 Online Exposure.

goodnewsnotebook
powerful. positive. people.



about our readers

maximum exposure | affordable advertising | no CPC (Cost Per Click)

Target Demographic:

The Good News Notebook targets women readers who are middle to high income and Ages 25-54.

Women are more likely to purchase goods for their household and specifically for their children, including furniture, food, clothing, child care/education, health care, banking, clothing, jewelry, personal care, and household products & services.

(Goldman Sachs Global Investment Research)

Average Readership

Women: 62.8%

Ages 18-24:	5.1%
Ages 25-34:	14.7%
Ages 35-44:	22.7%
Ages 45-54:	18.2%
Ages 55+:	2.1%

Men: 37.2 %

Ages 18-24:	3.2%
Ages 25-34:	8.4%
Ages 35-44:	12.6%
Ages 45-54:	11.2%
Ages 55+:	1.8%

Average Readership

Women: 62.8%

Ages 18-24:	5.1%
Ages 25-34:	14.7%
Ages 35-44:	22.7%
Ages 45-54:	18.2%
Ages 55+:	2.1%

Men: 37.2 %

Ages 18-24:	3.2%
Ages 25-34:	8.4%
Ages 35-44:	12.6%
Ages 45-54:	11.2%
Ages 55+:	1.8%

75,000 PAGE VIEWS PER MONTH

57 COUNTRY VISITS

MEDIAN AGE 34

INFLUENCE40% Online Media

ENGAGEMENT.....AVERAGE 30 MINUTES TIME SPENT PER VISIT

goodnewsnotebook
powerful. positive. people.



our rate card

digital advertising | social media promotions | online video marketing

199.99	Banner Ad 728x90
149.99	350x250
99.99	125x125 Business Card
299.99	You write your own Ad/Article (we provide questions)
399.99	We write your Ad/Article
499.99	Sponsorship

goodnewsnotebook
powerful. positive. people.



goodnewsnotebook

powerful. positive. people.

PO Box 0075 | Conyers, Georgia 30012 | 678.824.2905

www.GoodNewsNotebook.com

OUR MISSION

To promote good news worldwide.

pro•mote: (prə ' mōt/). verb.

To further the progress of something, especially a cause, venture, or aim;
support or actively encourage.

digital advertising | social media promotions | online video marketing