

## SUMMARY

Dom & Hyo started in 2013 as a comic blog that has grown into one of the most popular resources for learning Korean on the go and also facts about Korean life such as travel, food, and holidays. With the use of colorful infographics to catch people's eye, the site has grown to have a large following. While the site started off slow with its growth, traffic has grown by 150% over the past year and a half and still growing. With this growth, we have received a lot of inquiries for advertising and have decided to launch our advertising service in April 2018.

Becoming an advertising partner with us will give you access to our 1,500 visitors a day who have an interest in learning Korean and Korean about culture in general.

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## TRAFFIC

Here are the traffic stats for Dom & Hyo for the month of March 2018 (reported by Statcounter and Google Analytics)

*First time  
visitors*

**10,621**

*Unique  
visitors*

**38,429**

*Total page  
views*

**55,306**

## SOCIAL MEDIA



**30,922 fans**



**7,172  
followers**



**2,354  
followers**

**Email  
Subscribers**

**3,188  
subscribers**

*...and growing!*

## ADVERTISING OPTIONS

*As an advertiser on domandhyo.com, you will be able to access our readers in a number of ways.*

### Website Advertising

#### OPTION #1

Right sidebar, above the fold

This space is prime placement as it is at the top and catches people's eyes first on the homepage or blog posts. This position gets the most click through rates on the sidebar.

Approximate page impressions per month: 50,000-60,000

300 x 250 ad above the fold: \$200 per month

The image shows a screenshot of a blog post on domandhyo.com. The main title is "THE ULTIMATE KOREAN GIFT LIST: BEST GIFTS FOR YOUR YOURSELF, FRIENDS AND FAMILY". Above the title, there is a meta-information bar: "KOREA | KOREAN GIFT LIST BY DOM | 02/27/2018 | NO COMMENTS". Below the title is a photo of red gift ribbons. A red arrow points from the text "Your ad here" to a circular red-bordered area on the right sidebar. This area contains an advertisement for "Korean Ebooks & Korean Souvenirs" featuring "FLASHCARDS KOREAN VOCABULARY". Below the ad is a photo of a small gift box with a red ribbon, and the text "ULTIMATE KOREAN GIFT LIST" is overlaid on the bottom of the sidebar area.

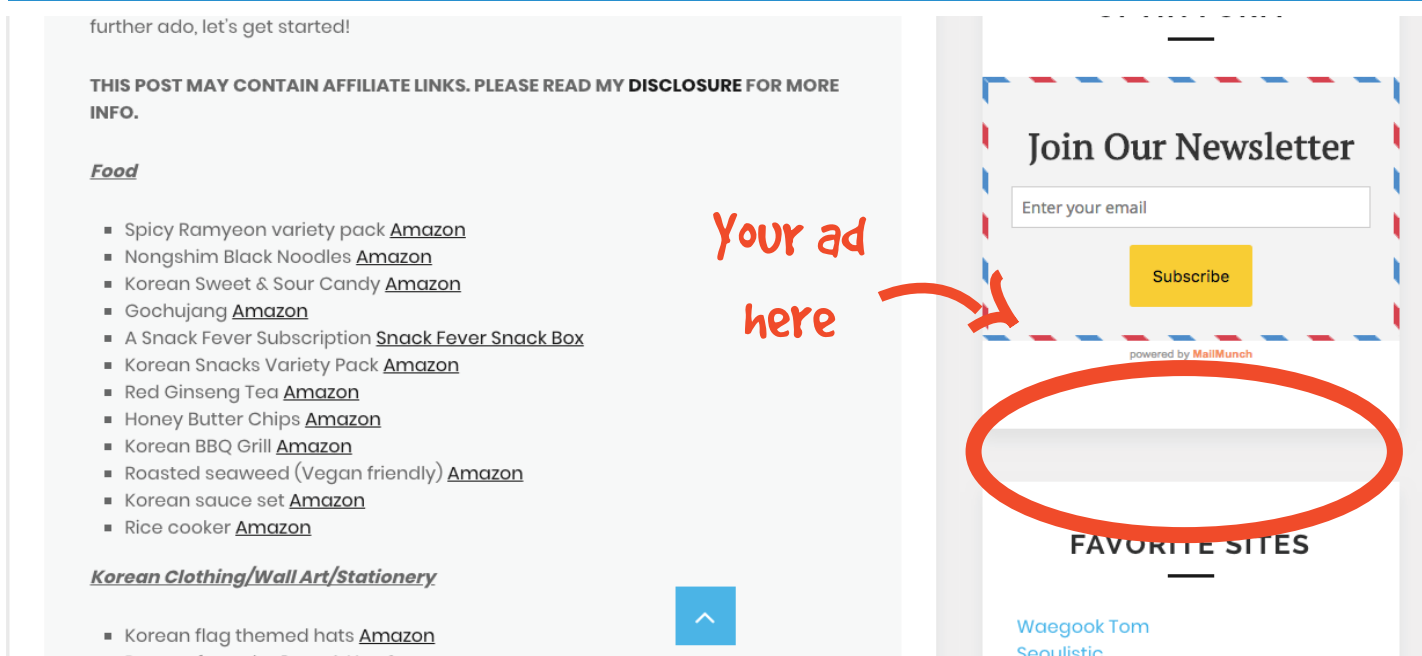
**OPTION #2**

Right sidebar, middle (right below our newsletter signup)

This ad will be placed right below our newsletter signup. It will be placed below the fold and is the same size as the first ad at the top of the sidebar.

Approximate page impressions per month: 50,000 - 60,000

300 x 250 ad below the fold: \$160 per month

**OPTION #3**

Right sidebar above the fold smaller ad

This is a smaller ad that will be placed right below the 300 x 250 ad at the top of the right sidebar.

Approximate page impressions per month: 50,000 to 60,000

300 x 125 ad above the fold: \$135 per month

**OPTION #4**

Right sidebar middle smaller ad

This smaller ad will be featured below the fold and right below the 300 x 250 below the newsletter signup.

Approximate page impressions per month: 50,000 - 60,000

300 x 125 ad below the fold: \$120 per month

**OPTION #5**

Post blurb

This option allows you to put a sentence blurb at the top of any relevant post of your choosing. The blurb will begin with “This post is sponsored by...”. You must supply the landing page and link text no more than 200 characters long. Your blurb will stay at the top of the post of your choosing for the life of the post (or until you want to take it down).

Post blurb: \$150 per post

**OPTION #6**

Sponsored Infographic + 500 word post

If you would like to promote your service or product, we will make an infographic about something related to the product with your logo in the infographic. I will also write a 500 word post about your service/product & our experience with it. Your product or service must be related to Korean language, food, travel, or culture.

Cost: \$350

## SPECS & REQUIREMENTS

- All ad designs must be supplied by the advertiser
- JPG and GIF files are accepted
- It will usually take 3-4 days from your purchase for the ad to go live
- No animations in the ad
- Advertising must be prepaid by credit card, Paypal, or bank deposit (if you have a Korean bank)
- Dom & Hyo reserves the right to reject any ad copy deemed inappropriate for the site

### ***Additional Information***

For other questions about advertising on Dom & Hyo, please email us at [domandhyo@gmail.com](mailto:domandhyo@gmail.com)