

soulful
encounters



*For The Medically Disabled
and Differently Abled.*



Soulful Encounters

Media Kit



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Soulful Encounters

We are an established online dating and community website for those that are disabled. Our goal is to create a community of acceptance, friendship and support regardless of the disability, which has proven to be an effective platform with over 5400 active members.

We offer members:

- Personal Profiles
- Chat Rooms
- Messaging
- Forums
- Member hosted radio shows

Advertising

We have a strong internet presence with good search engine optimization and use of pay per click advertising. Optimization has been ongoing and provided good placement in the search engines in both the US, Canadian and other English search engines.

We have been featured several times in a number of papers and magazines including: The Londoner, Sun Media, London City Life Magazine, Abilities Magazine and The Sault Star.



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Demographics

100% of our members have some physical or mental disability.

Members:

7700 +

Age:

Member's ages range from 20 to 70, the median age is 35

Sex:

53% of members are male and 47% of members are female

Location:

95% of members are located in North America

Statistics

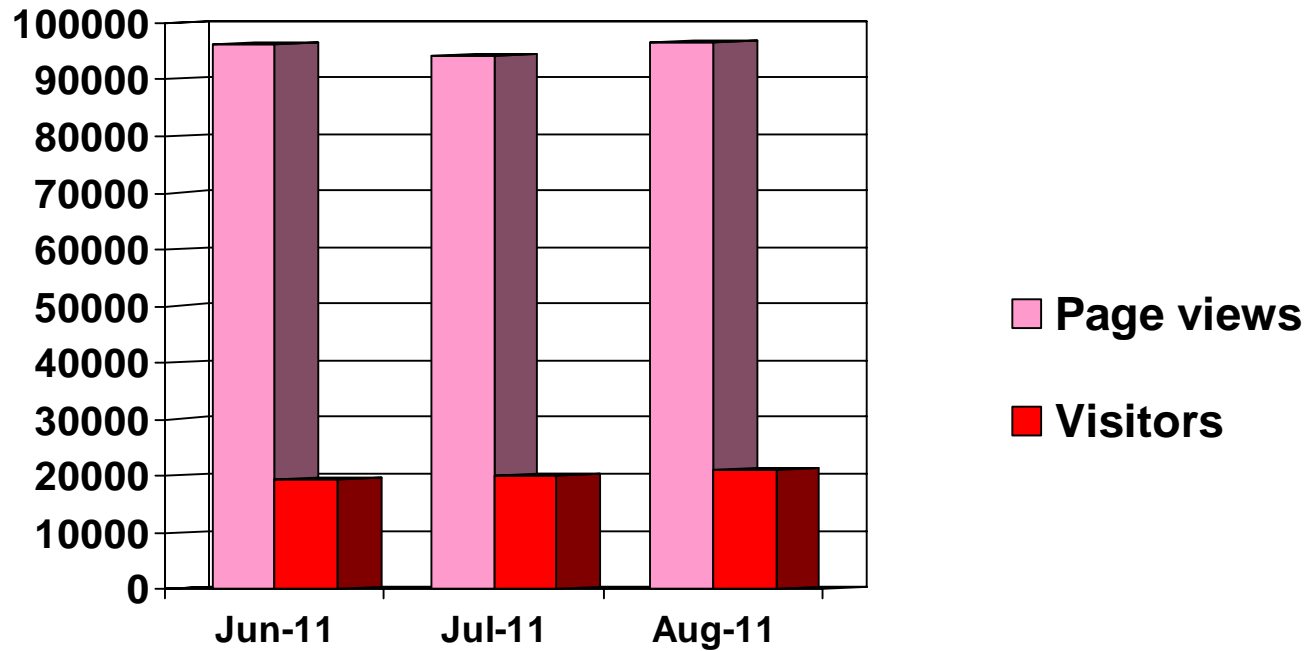
Most viewed pages:

- Home Page
- Profile Page
- Community Profile Page
- Chat Rooms
- Forums

****Statistics as of Oct 2011**



Traffic





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Ads & Rates

Ad Placements Available

Top Banner Ad – 150 Pixels High and 700 Pixels Wide

Side Banner Ad – 300 Pixels High and 200 Pixels Wide

1 top banner per page and 2 side banners per page

Top Banner Ad Rates

Home Page (interior member page) - \$250 per month or 3 months for \$600

My Profile (interior member page) - \$190 per month or 3 months for \$500

My Messages Page (interior member page) - \$190 per month or 3 months for \$500

Community Profile Page (interior member page) - \$150 per month or 3 months for \$300

Forum Page (interior member page on all forum pages) \$150 per month or 3 months for \$300

Side Banner Ad Rates

Home Page (interior member page) - \$175 per month or 3 months for \$450

My Profile Page (interior member page) - \$100 per month or 3 months for \$250

My Messages Page (interior member page) - \$100 per month or 3 months for \$250

Community Profile Page (interior member page) - \$100 per month or 3 months for \$250

Forum Page (interior member page) - \$100 per month or 3 months for \$250

Bonus

Purchase a Top Banner Ad and Gain a free Ad on the Exterior Home Page for the Duration of Your Ad



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Ads & Rates

Ad Types

Ads can be static or animated. Static ads must be in a GIF or JPG format. Animated ads can be Flash or an animated GIF with no more than 3 rotations. SWF or GIF files must be supplied for animated ads. No files sizes larger than 500 kb.

Ad Statistics

For each month of advertising purchased and for each ad type purchased a monthly report will be emailed providing total impressions and click-throughs for each ad, if there is more than one ad purchased. (does not include totals for ads on the exterior home page).

We reserve the right to approve or disapprove of advertisements based on design quality and or content.

Payment Methods & Terms

We accept payments by Cheque, Visa, MasterCard and Pay Pal.

Payments must be made in full prior to ad dissemination and will run for 1 calendar month commencing on the 1st of each month. Payments by cheque must be by the 15th of the prior month to allow sufficient time for the payment to clear.

Deadline

Ads must be received a minimum of 7 days before the beginning of the month in which the ads will run.



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Soulful Encounter's Advantage

- We offer a 100% target audience for those businesses offering products and services for the disabled.
- Disabled persons are more likely to purchase items online due to the inability to travel to local shops and malls to purchase even basic and common everyday items to luxury items.
- We are not just another dating website, but a community that does not exclude anyone based on disability, marital status, sexual orientation or race. Some disabled dating websites exclude certain types of handicaps or restrict membership to single men and women. We offer a true community portal for any disabled person looking for friendship, acceptance and thus have built a very strong and loyal following with strong word of mouth.
- We have a strong presence in the search engines, pay per click and receive ongoing special coverage in the local Canadian media.
- Access to Canadian and American members.
- A company created by the disabled for the disabled and has a strong desire to see the site and it's members succeed at a long and happy life.



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Contact Information

Soulful Encounters

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