



# Math Fact Cafe

Advertising Opportunities: June 2015 through December 2015

## Campaigns

There are numerous opportunities for advertisers to advertisement with Math Fact Cafe. Advertisers may select one of five possible campaigns models:

- 1) **Platinum Sponsorship:** All site-wide advertisements
- 2) **Gold Sponsorship:** All site-wide advertisements excluding *Home page*
- 3) **Silver Sponsorship:** All site-wide advertisements excluding *Home Page* and *Games Page*
- 4) **Home Page Sponsorship:** *Home Page* only
- 5) **Custom:** Custom model with one-month duration

## Demographics

Statistics based on average monthly site traffic data for Math Fact Cafe, January through February 2013.

Statistic	Detail
Monthly Page Views	2.5+ million
Monthly Advertisement Views	2.0+ million
Language / Country	97% U.S.

## Pricing

Campaign	Price	Duration
Platinum Sponsorship	\$2,500	Weekly
Gold Sponsorship	\$2,000	Weekly
Silver Sponsorship	\$1,500	Weekly
Home Page Sponsorship	\$1,000	Weekly
Custom	TBD	Monthly

Campaigns executing for multiple, sequential durations, receive the following discounted rates:

- Two Weeks: 8%
- Three Weeks: 15%
- Four or more weeks: 20%

If you are interested in advertising with Math Fact Cafe, you may reach us at [ads@mathfactcafe.com](mailto:ads@mathfactcafe.com).