



**Cool People Care, Inc.** is a media and lifestyle company that helps its readers live a more caring lifestyle. It does this by offering daily content on its site and via email (with promotional extensions using its presence on social networking sites), as well as community calendars and nonprofit directories for every city in the United States. As such, it has built a loyal niche market of individuals interested in making the world a better place through consistent and deliberate action.

**Email Advertising:**

- Email sponsorship of each email sent to our week-daily audience. Your sponsorship would be the only one of this type in the emails. See image below:



- Size: No size; up to 140 characters of text
- Cost: \$0.03 per impression
- Minimum impressions served each week: 35,000

**CoolPeopleCare.org audience:**

- 57% of users are under the age of 35
- Female/Male Ratio: 79%/21%
- One-third are parents
- 68% have a household income greater than \$50,000
- 79% have a college degree or higher
- 83% would be more likely to buy a product or service they saw advertised on CoolPeopleCare.org

**Terms:**

- Upon acceptance, the Cool People Care, Inc. and the client will sign a basic contract, which will include in detail the length and type of advertising.
- The client is responsible for designing ads, where needed. Cool People Care, Inc. can offer design services for an additional charge of 10% of the total advertising buy.
- Half of the payment total is due at the beginning of the advertising term. The other half is due at the midway point of the term. Client will be invoiced monthly after the ads have run.
- Cancellation clause: Cool People Care, Inc. or client may terminate advertising agreement up to 5 days in advance. Client may not terminate agreement once the advertising run has begun.
- Payment may be made via check or credit card.
- Ultimately, we want you to be happy and use our audience to grow what you're doing in the world. So, feel free to suggest anything. We mean it.

*For a customized proposal, to dream big dreams, or to ask questions, please contact Sam Davidson via email ([sam@coolpeoplecare.org](mailto:sam@coolpeoplecare.org)) or phone (615-260-3082).*