



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.

Web Site Advertising:

Web banner advertising to be placed in rotation in the right sidebar on the homepage and on internal pages (1), on the left side of the CoolPeopleCare.org homepage (2), or in the CoolPeopleCare.org header (3).

Sizes:

- Right sidebar (1): 300x250 pixels
- Left sidebar (2): 160x600 pixels
- Top header (3): 468x60 pixels

Cost:

- Right sidebar (1): \$10.00 CPM
- Left sidebar (2): \$10.00 CPM
- Top header (3): \$20.00 CPM

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) or phone (615-260-3082).

Everything From His Diaper Rash to Her Acne Advertise | Press | About

Cool People Care® **468x60** **3**

Home Articles Calendar Partners Store Tools

Cot 5 Minutes?
Sign up below to get our 5 Minutes of Caring email delivered each morning.

First Name _____
Last Name _____
Email Address _____
Password _____
Zip _____
 Female Male

Sign Up ▶

Already Registered?
[Click Here to Login](#)

5 MINUTES OF CARING THURSDAY, APRIL 9, 2009



Grass Clippings 101
Creative Commons Photo by tomsaint11 from flickr

Share This As the weather warms up, we're guessing that you have to spend a few hours in the yard on the weekends. Whether that makes you shriek with delight or groan with regret, here's a quick rundown of what to do with your freshly cut grass:

- Don't bag grass clippings. Leave them where they are and "grasscycle."
- If you don't want to leave them on the lawn, add them to your compost pile.
- You can also use the clippings as mulch.
- Don't sweep them into the street. They could make their way into the water system.

"The Gen-Y bible on instigating change..."

New Day Revolution

BUY NOW

people against dirty

160 X 600

methodhome.com

2

amazon.com and you're done!

Sleep Through The State Jack Johnson New \$11.49 Best \$5.75	Cables To Go Vesody Series 4521E HDMI Cable New \$10.99 Best \$4.99
Kill to Get Cans Mark Knopfler New \$13.99 Best \$6.95	Web Design in a Nutshell Jennifer Niederst New \$23.09 Best \$14.00

Privacy Information

Online Community For Caring Parents
www.CoolMomsCare.org

FIND US ON THE SOCIAL WEB

[Twitter](#) [Facebook](#) [YouTube](#) [LinkedIn](#)

BLOG

Social Media and the Arts
[Check out a recent presentation that we gave to nonprofit arts leaders. We discuss the whys and hows of using social media to reach the next generation.](#)

MORE TIME ON YOUR HANDS

(Not) Lost in Translation
[Cool Person Amanda Parker and her small business are lending a hand to nonprofits. Here's why she's doing it and how your favorite nonprofit can enter to receive free translation services.](#)

FEATURED PARTNER

Vine Street Christian Church



FEATURED EVENT

Volunteer: Feed the Poor

[West Nashville United Methodist Church hosts a free meal for homeless and working poor every...](#)

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be a bedhead find out what your gift of \$30 a month can do for an orphan 