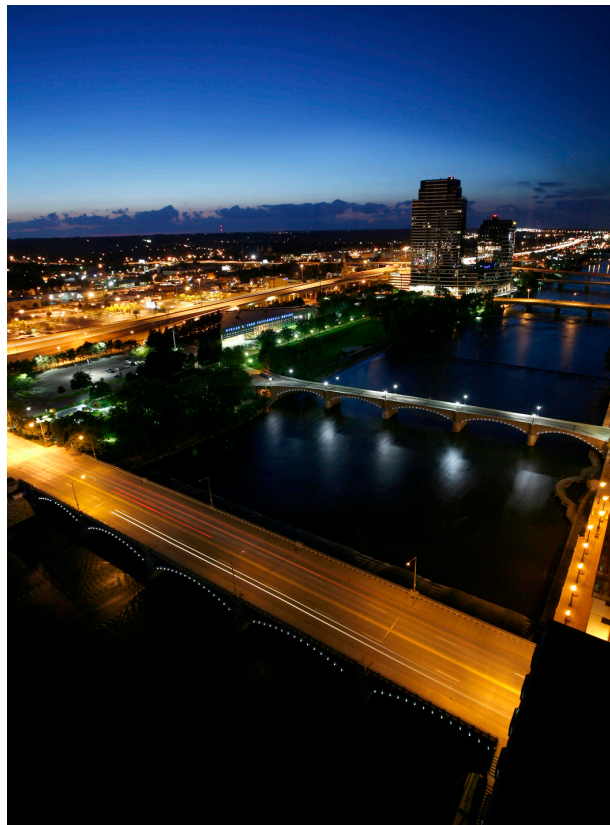




The Grand Rapids Social Diary is a unique online magazine and social network designed to inform, entertain and connect West Michigan residents, nonprofit groups and businesses.

It is both inspirational and aspirational, engaging readers with a smart tone and highly visual style of covering Grand Rapids' philanthropic and cultural activities.



photography by: Michael Buck ~ www.mbuckstudio.com

Created just a year ago (May 2009), the GRSD has built a loyal – and fast-growing – base of readers who engage us every day via the Web, blogs and our social media channels, particularly Facebook and Twitter. Our friends, followers and fellow diarists include Grand Rapids' trendsetters, connectors, do-gooders and media mavens, as well as entrepreneurs, social networkers and artists.

Unlike traditional media or online advertising, we don't just create "media impressions" or "hits" on a Website – we talk, listen, Tweet, gossip and share what we know. We're almost pathologically helpful because, as we see it, there are good people making a difference in the Grand Rapids area, and we want to help in our own little way.

All of this allows us to be one of the region's most affordable, effective marketing alternatives for advertisers/sponsors looking to create awareness of the events, causes, groups and businesses that are making Grand Rapids a world-class city. For more information, including rates, about advertising or sponsorship, including rates of the Grand Rapids Social Diary, please contact Laura Caprara at 616-443-6906 or at lcaprara@grandrapidssocialdiary.com.

WEBSITE (monthly stats March 2010)

Unique Visitors: 40.23%
Page Views: 15,538
Bounce Rate: 52.21%
Time on Site: 2:24

SOCIAL MEDIA (as of 3/29/10)

Twitter GR Ranking: #5*
Twitter Followers: 995
Facebook Friends: 3,700

*Source: wefollow.com

MEDIA COVERAGE and MEDIA RELATIONSHIPS

The Grand Rapids Social Diary has appeared on the following West Michigan media: WOOD-TV, WZZM-TV, FOX-TV, WGUV, 1340 AM, WLHT-FM, WJRW-AM, Rapid Growth Media, GRnow, REVUE West Michigan, 8West, Take Five, Emily Richett Morning News Show, Barnaby and Friends, the Tony Gates Show and others.

WEB ADVERTISING

Home Page

Leaderboard: 728 x 90 pixels (\$1000 for 4 months)
 Banner: 160 x 600 pixels (\$250 for 4 months)
 Large Square: 160 x 160 pixels (\$125 for 4 months)

*clients receive social media services

EVENT SPONSORSHIP*

1. Banner ads
 2. Save the date
 3. Social media
 4. GRSD e-invites
 5. Pre-event buzz
 6. Event coverage
 7. Media outreach
 8. Post-event wrap
 9. CD of low-resolution images of the event
- *\$250 per week

PRINT ADVERTISING

GRSD advertisers and sponsors can receive a discount of up to 20% on print advertising in REVUE West Michigan magazine or on www.revuewm.com through our partnership. For more details, contact your marketing representative.