

as of September 1, 2014



Internet Marketing Consultants - Advertising Opportunities

SMM has a number of online websites where display ads or text link ads can be displayed. All have high quality articles and content that ranks well in Google keyword searches and generates very targeted visitor traffic. All websites are mobile friendly and display well in smartphones (iPhone and Android). The full list of online properties is as follows (data is from Google Webmaster Tools as of September 1, 2014):

Channel	Name	Description	Indexed web pages	Total links to the site	Start Date
Business	SMM BC website and blog	Internet Marketing with over 75 in-depth articles and a new blog	307	24,617	November 1998 with name changes
Business	BPWrap blog	Internet Marketing Marketing from a global perspective	1,182	10,867	March 29, 2004
Business	The Other Bloke's blog	Business and Marketing from a Canadian perspective	1,809	28,072	February 23, 2005
Seniors	Senior Health Memos	The latest on health, wellness and aging for seniors	587	15,048	August 10, 2011
Seniors	Senior Jobs Memos	Things to do in the second half of your life	108	13,937	August 4, 2012

Channel Ads

Display ads are sold by channel so that the same ad will appear in the same position (banner header, sidebar or footer) on all websites in the particular channel. Such ads can be purchased for up to 12 months with significant discounts for longer periods. The Ad Rate Card shows the most popular formats but other formats can be considered to meet your needs.

In post content Ads

Text ads and display ads can also be bought within the content of individual web pages (blog posts). Again the Ad Rate Card shows the possible formats for such ads.

The following are the standard arrangements for text links ads.

1. The normal arrangement is for one text link per advertiser within a single web page and ideally one word or no more than 2 words in the link text.
2. If the client provides the link text and the requested link (URL), we will find the most appropriate place for the link. If need be, the post can be edited slightly to accommodate the link.
3. Alternatively if the client would prefer their own text, then this can be arranged. The suggested link text to be added to the web page (if provided by the client) will be subject to editing by SMM and final acceptance by the client. This provision ensures that the final version of the web page reads well.

Other Terms and Conditions

- * Ad rates and availability are subject to change at any time
- * No overuse of caps and no over use of specials characters (!*@, etc.) will be accepted.
- * We reserve the right to refuse any advertising or ad campaign at our discretion without explanation.
- * Ad rates are based on pre-payment. As such, all advertising must be paid in full, in advance of any ad run.
- * Payment is accepted by PayPal. Payment should be made to barry.welford@gmail.com .
- * Due to the nature of advertising, we cannot provide guarantees on results nor do we provide refunds.

If you have advertising needs that are not met by the above arrangements, please do not hesitate to contact us at admin@smmbc.ca

Barry Welford

SMM Internet Marketing Consultants