

I Did Not Know What To Say™

Advertising Opportunities

Who We Are

I Did Not Know What To Say™ was created in April 2009 as a platform to inspire and provide resources to people that want to help their friends and family through the grieving process. Our website features an [Inspiration](#) section that provides sample sympathy notes that people have submitted to our website. Our [Thoughtful Gifts](#) section offers ideas beyond sending flowers. Our [Blog](#) features on-going inspirational ideas and resources. We also feature many resources on our website including: Helpful Books, Grief Support Resources, Cancer Support Resources, Health & Wellness Ideas and Planning for a Life Without You™.

Why you should advertise with us!

I Did Not Know What To Say™ markets to individuals who are interested in learning more about grief resources and finding ways to assist their friends and family through the grieving process as well as those looking for a special memorial gift. We advertise our website through search engines, Google paid advertising, Blogs, Twitter and Facebook as well as through link exchanges with grief support organizations.

By placing your organization's name and services in front of our audience, you will be reaching consumers that are ideally focused on your product or service.

Advertising Opportunities

Associates

Associates are organizations and companies that share our vision and add value to our website community. Be a part of our Link Exchange Associates Program and you will receive a free link on our website. All you need to do to participate is to include a link to our website (see link below) and we will gladly include your text link on our site.

Please include the following link on your website:

[I Did Not Know What To Say™](#)

[IDidNotKnowWhatToSay.com](#) *is a website designed to inspire and provide you with tools to assist a love one through the grieving process.*

Interested in becoming an Associate? Email us your organization's name, a brief description and your website link to info@ididnotknowwhattosay.com

All submissions are reviewed for compatibility. We reserve the right to refuse any submission that is not inline with our mission.

~ 1 ~

www.IDidNotKnowWhatToSay.Com

info@ididnotknowwhattosay.com

6614 Tenth Street #A1 * Alexandria * VA * 22307

Business Listing

Business Listing – Provide us with your business contact information, description, a resource to share with our readers and your company logo and we will include your organization on our website.

Business Listing Advertising Rates

Monthly - \$40 per month paid monthly (\$480 annually)

Semi Annually - \$210 - 2 payments (\$35 per month paid semi annually) SAVE \$60 a year!

Annually - \$360- 1 payment (\$30 per month paid annually) **SAVE \$120 a year!**

****SPECIAL OFFER TO THOSE PAYING ANNUALLY!**

We will feature your business in a personalized blog interview giving you added exposure for your business.

Business listings are available on the following pages:

- **Thoughtful Gifts**
Appropriate listings: Memorial, sympathy and inspirational gifts and cards.
- **Grief Support Resources**
Appropriate listings: Grief support groups, grief support therapists/psychologists, marriage & family counselors, grief resources, Hospice Care, and grief support seminars & workshops.
- **Planning for a Life Without You**
Appropriate listings: Funeral planning resources, Funeral Homes, Estate Planning, Attorney's specializing in Wills, Trusts, Medical Directives, Probate and Estate Planning, Financial Planning, and Life Insurance resources and services.
- **Health & Wellness**
Appropriate listings: Healthy living, massage therapists, mental health therapists, nutritionists, acupuncturists, yoga, Life Coaches, Spiritual retreats, and other products and services that promote a healthy and fulfilling life style.
- **Cancer Resources**
Appropriate listings: Cancer resources, cancer support groups, cancer care-packages, nutritional information for cancer patients, and support services for cancer patients and their families.

****Attention Non-profit organizations – All listings for non-profit organizations will be listed for free.***

~ 2 ~

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Calendar Listing

Do you have an upcoming event, workshop, speaking engagement, or teleseminar? Our website is a great way to get the word out about your special event. Your event will be listed on our Upcoming Events listing page and Facebook Events tab along with a link to your website.

Event Listing Advertising Rates

1-11 Listing - \$35 per Ad/ per month

12 or more listings - \$30 per Ad/ per month

****SPECIAL OFFER FOR THOSE THAT HAVE LISTED 12 or MORE EVENTS!**

We will feature your business in a personalized blog interview giving you added exposure for your business.

****Attention Non-profit organizations – All listings for non-profit organizations will be listed for free.***

Newsletter Advertising

The *I Did Not Know What To Say™* Ezine is published monthly on the 20th of the month and distributed to our mailing list. We limit the number of advertisers per issue to three. Your advertisement will be visible to our audience in our monthly Ezine and throughout the year on our website through our [E-zine Archives](#). Advertising submissions are due no later than the **1st of the month**.

Newsletter Advertising Rates

1 Listing - \$50 per issue

Banner Ad

If your organization would like to have premium exposure, consider displaying your organization's banner at the top of one of our featured pages. No revolving ads, just your organizations message.

- File Format: .gif or .jpeg. Please include the URL to which you want the banner to point.
- Image dimensions: Width "468" Height "60" (maximum)
- Resolution: 72 dpi
- File Size: 10 Kb maximum

Banner Ad Rates

1 Banner - \$250 per month

~ 3 ~

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Blog Article

Create a targeted article to advertise your product and/or service to our audience. Blog content advertising can include 1 photo and a link to your website. All articles will be reviewed for compatibility with our website. We reserve the right to refuse any submissions that are not in line with our mission. Please contact us at info@ididnotknowwhattosay.com to discuss your submission.

Blog Post Rates

1 Blog Post - \$150 per blog post

Affiliates

Affiliates are organizations and companies that have a pre-designed Affiliate Program. If you have an existing Affiliate Program there will be no additional fees for advertising. We will use the logo and links provided through your program to advertise your services on our website. If you have an affiliate program and think your product or service is a good fit, please email us at info@ididnotknowwhattosay.com

Payments

Payments can be made by check, money order or by credit card through PAY PAL. Checks and Money Order should be made payable to Lori Pederson. Payment is due at time of submission.

Credit Card Payments through Pay Pal

Please submit your application and we will email you an invoice through Pay Pal. Our Pay Pal Email address is info@ididnotknowwhattosay.com.

How Do I Submit My Application

Submitting your application is easy, just complete the attached Advertising form and return it with your payment.

All submissions are reviewed for compatibility. We reserve the right to refuse any submissions that are not in line with our mission.

Rates Updated 1/30/2014

~ 4 ~

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I Did Not Know What To Say. Com

Business Listing Submission Form

Please type or email us at info@ididnotknowwhattosay.com the information listed below, as you would like it to appear on our website. **Submissions are due by the 1st of the month.**

Date of Submission: _____

Payment Amount Enclosed: _____

Organization/Business Name: _____

Organization Contact Name: _____

Organization Address: _____

City: _____ State: _____ Zip: _____

Contact Phone Number: _____ Fax#: _____

Email: _____ Website: _____

Business Description:

If you would like to include your logo or a resource with your business listing, please email a copy to info@ididnotknowwhattosay.com.

Business Listing Advertising Rates

Monthly - \$40 per month paid monthly

Semi Annually - \$210 (\$35 per month paid semi annually) SAVE \$60 a year!

Annually - \$360 (\$30 per month paid annually) **SAVE \$120 a year!**

PAYMENT INFORMATION

Please enclose a check or money order made payable to:

Lori Pederson

6614 Tenth Street, #A1

Alexandria, VA 22307

Credit Card Payments can be made through Pay Pal. Please contact us by email at

info@ididnotknowwhattosay.com for details.

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Newsletter Listing Submission Form

Please type or email us at info@ididnotknowwhattosay.com the information listed below, as you would like it to appear on our website. **Submissions are due by the 1st of the month.**

Date of Submission: _____

Payment Amount Enclosed: _____

Organization/Business Name: _____

Organization Contact Name: _____

Organization Address: _____

City: _____ State: _____ Zip: _____

Contact Phone Number: _____ Fax#: _____

Email: _____ Website: _____

Description:

If you would like to include your logo or a resource with your business listing, please email a copy to info@ididnotknowwhattosay.com.

Newsletter Advertising Rates

Monthly - \$50 per issue

Contact us for rates for multiple listings.

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Calendar/Event Listing Submission Form

Please type or email us at info@ididnotknowwhattosay.com the information listed below, as you would like it to appear on our website. **Submissions are due by the 1st of the month.**

Date of Submission: _____

Payment Amount Enclosed: _____

Organization/Business Name: _____

Organization Contact Name: _____

Organization Address: _____

City: _____ State: _____ Zip: _____

Contact Phone Number: _____ Fax#: _____

Email: _____ Website: _____

Name of Event: _____

Date of Event: _____ Time of Event: _____

Location of Event: _____

Event Description:

If you would like to include your logo for the event or your organization, please email a copy to info@ididnotknowwhattosay.com.

Event Listing Advertising Rates

1-11 Listing - \$35 per Ad/ per month

12 or more listings - \$30 per Ad/ per month

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