

SUMMARY

MichaelHyatt.com is one of the most-read blogs on the Internet. Michael's content is unique, authentic, and relevant. As a result, **his readership has grown by 164 percent** in the last twelve months. Becoming a blog advertiser provides an opportunity for you to reach a targeted, highly engaged audience that is responsive to products and services that meet their unique interests and needs.

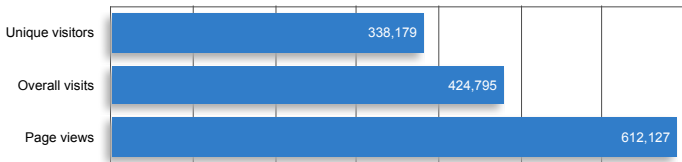
To discuss your advertising needs, please contact Mindy Spradlin at mindy@michaelhyatt.com.

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SITE TRAFFIC

These are the traffic statistics for the the month of December 2011 as reported by Google Analytics. In addition, Michael has more than 70,000 RSS or email subscribers and 122,000+ Twitter followers



SITE RANKINGS

Metric	Rating	Comments
PostRank.com	1	The #1 Leadership and Productivity Blog of 2011
Google PageRank	5	This ranking is 5 out of possible 10.
MOZ Page Rank	6.0	This ranking is 6 out of possible 10 (similar to Google PageRank)
Alexa Traffic Rank	19,200	MichaelHyatt.com is in the top 0.07% of all websites.
Inbound Links	1,150,107	This is the number of external links to MichaelHyatt.com.

READER PROFILE

Based on Michael's "2011 Reader Survey," his TYPICAL READER is a male between the ages of 31–50. He has at least a college degree and household income of \$70,000 or more. He lives in the U.S., most likely in those states where evangelical Christians are a higher percentage of the population. He is an active Christian, attending church at least once a week, and his faith is very important to him.

The typical reader is extremely committed to personal growth and is a heavy book reader. He reads most of Michael's blog posts and is especially interested in those related to the topic of leadership—probably because he serves in a leadership capacity in his local church. He also avails himself of other forms of learning, such as conferences and webinars, and intends to pursue additional formal education.

Michael's typical reader is very active in social media, including Facebook and Twitter. He demonstrates a need for self-expression, as evidenced by the fact that he has a blog and posts to it at least once a month. He also has a book idea that he hopes to write and get published.



AUDIENCE DETAILS

In February 2011, Michael conducted his third annual "Reader Survey." You can see the original survey here:

<http://michaelhyatt.com/please-take-my-2011-reader-survey.html>

And the results here:

<http://michaelhyatt.com/five-insights-from-my-2011-reader-survey.html>

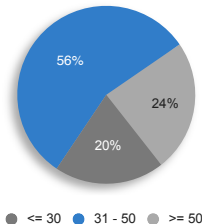
Here are the highlights:

Reader Engagement

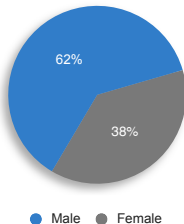
1,310

people completed the "2011 Reader Survey," demonstrating the high level of reader engagement Michael's readers have with his blog.

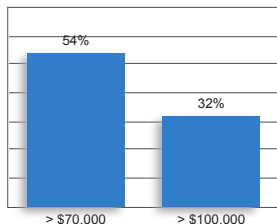
Age



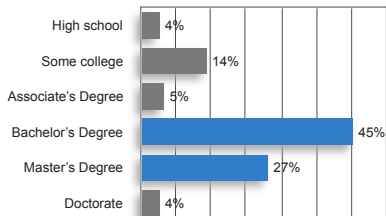
Gender



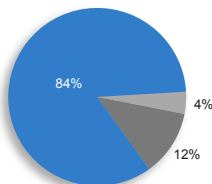
Annual Household Income



Highest Level of Education Completed

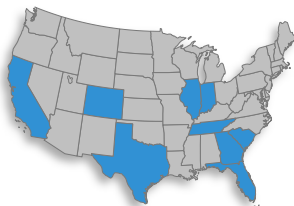


Country of Residence



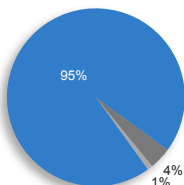
● U.S. ● Canada ● Other

State of Residence



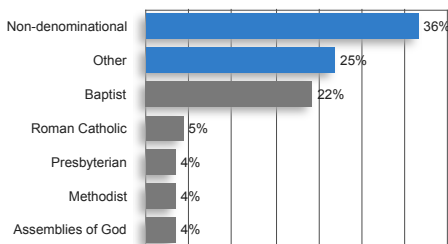
● States with More Than 3% of Total Readers

Religious Orientation

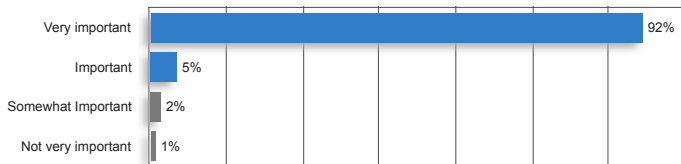


● Christian ● Other ● Agnostic

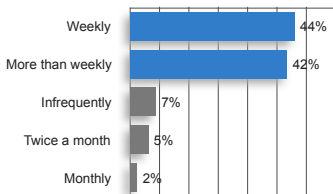
Church Affiliation



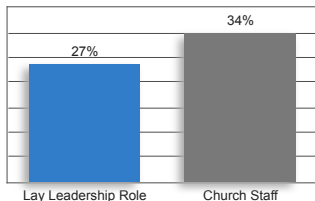
The Importance of Faith in Overall Life



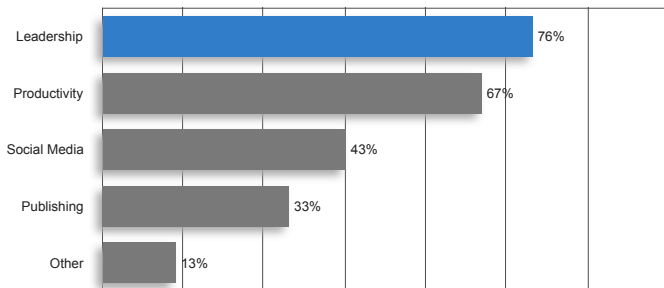
Frequency of Church Attendance



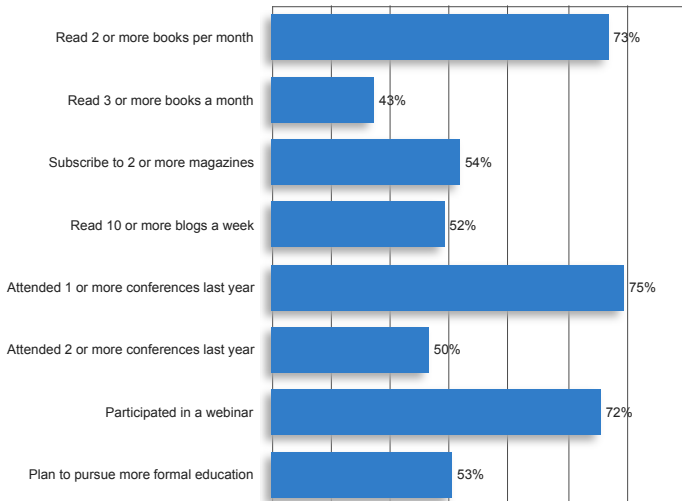
A Church Leadership Role



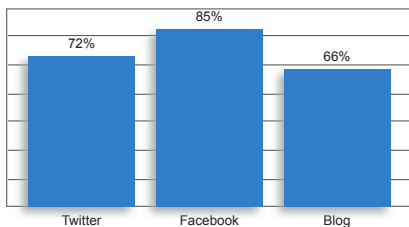
Favorite Subject Categories



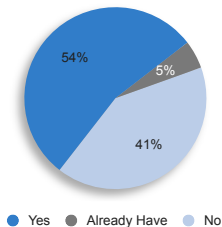
Investment in Personal Growth



Social Networking



Intend to Write a Book?



We offer two different kinds of ads: (1) DISPLAY ADS that run along the right sidebar of the blog and (2) SPECIALTY ADS, which include in-post ads, sponsored posts, RSS ads, etc. Descriptions and prices are listed below. Examples of these ads are on pages 8–10.

DISPLAY ADS		
You can purchase these ads at http://buysellads.com/buy/detail/13923		
Position 1: Large Sidebar Ad 300 x 250 (Top Right)	This ad is the largest available on the site. It is 300 x 250 pixels and appears in the right-hand sidebar, just below Michael's picture. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 40kb and may not include animation.	\$1,017 PER 30 DAYS
Position 2: Medium Sidebar Ad 300 x 125 (Top Right)	This ad is 300 x 125 pixels and appears in the right-hand sidebar. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 35kb and may not include animation.	\$817 PER 30 DAYS
Position 3: Large Sidebar Ad 300 x 250 (Middle Right)	This ad is exactly the same size as the Position 1 ad; it is just in a different position.	\$947 PER 30 DAYS
Position 4: Medium Sidebar Ad 300 x 125 (Middle Right)	This ad is exactly the same size as the Position 2 ad; it is just in a different position.	\$747 PER 30 DAYS
Position 5: Small Sidebar Ad 125 x 125 (Middle Right)	These ads are 125 x 125 pixels and appear in the right-hand sidebar. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 30kb and may not include animation.	\$537 PER 30 DAYS
Position 6: Large Sidebar Ads 300 x 250 (Bottom Right)	This ad is exactly the same size as the Position 1 ad; however, it is in a different position. It also rotates with one other ad. (This is why it is more affordable.) We have two ad slots available per month.	\$467 PER 30 DAYS
Position 7: Medium Sidebar Ads 300 x 125 (Bottom Right)	This ad is exactly the same size as the Position 2 ad; however, it is in a different position. It also rotates with one other ad. (This is why it is more affordable.) We have two ad slots available per month.	\$397 PER 30 DAYS

SPECIALTY ADS

You can purchase the following ads by emailing mindy@michaelhyatt.com

Position 8: Peel Away Ad	The top of Michael's blog has a red-stripe with a short text ad. This is <i>extremely</i> effective. Users have a difficult time resisting the urge to click on it. It produces more click-throughs than any other option. We do require you to create a custom landing page. We will send you a photoshop template, which you can use to create the ad.	\$2,500 PER 30 DAYS
Position 9: Sponsored Post	Michael will write a 300–400 word post about your product or service and his experience with it. You can link to this post, excerpt it for your own marketing, or quote it on your own site. Michael will include links in the post to the appropriate landing page on your site. He will also Twitter the link to the post on the day it is published. He will also send it out with the post to his email and RSS subscribers.	\$1,750 PER 30 DAYS
Position 10: Middle Post Ad	This ad appears in the middle of individual posts. You will need to supply the text and a link to a landing page on your site. The text may be no more than 200 characters long. The ad will appear on each new post on the site for 30 days.	\$1,000 PER 30 DAYS
Position 11: End Post Ad	This ad appears at the end of individual posts. You will need to supply the text and a link to a landing page on your site. The text may be no more than 200 characters long. The ad will appear at the bottom of each post on the site for 30 days.	\$1,000 PER 30 DAYS
Position 12: RSS Feed Ads	More than 47,000 people read Michael's posts via RSS or email. That's 47,000 impressions per post! Two ads appear at the end of the post. They are 275 x 144 pixels each. You will need to supply the graphic and a link to a landing page on your site. The file can be no larger than 40kb and may not include animation.	\$1,000 PER 30 DAYS

ADVERTISING EXAMPLES

The graphics on the following three pages illustrate the advertising options available for purchase.

Home About Advertising Speaking Books Audio Archives Contact

MH MICHAELHYATT

Intentional Leadership

Next Speaking Engagement: 11/16/2012
Portland, OR | October 2012: [More...](#)

Position 8

Position 9

Productivity Publishing Social Media Resources Ministry

SPONSORED POST

JOIN ME AT THIS YEAR'S CHICK-FIL-A LEADERCAST

28 42 79

[Like](#) [+1](#) [Comment](#)

Absolutely, I am a conference junkie. Thankfully, attending conferences, discovering new speakers, and seeing the visibility of my company is part of my job as CEO of a book publishing and live events business.



See him speaking:

But that doesn't mean I'm not selective. I pass up some conferences for every one I attend. It isn't about all of them, but I want to make sure I attend the best, most stimulating ones. That's why [The Chick-fil-A Leadercast](#) is on my short list of can't-miss events.

ADVERTISEMENT

Free Resources to Help You and Your Team Succeed in 2013 - [Click here](#) to access dozens of downloads, articles, free seminars, e-books and more!

[The Chick-fil-A Leadercast](#) is a conference that will be broadcast live from Atlanta, Georgia on May 6, 2013. The conference will feature eleven renowned speakers including [Rick Warren](#), [Dave Ramsey](#), [John Maxwell](#), and [Robin Roberts](#) (co-host of "Oprah").

However, the live event is only part of the story. If you are a pastor or in a position of leadership in your local church, this is an opportunity for you to reach the leaders in your business community in a powerful, relevant way. How? By hosting a live feed of the event in your church.

This will enable you to:

Position 10



I am the Chairman & Chief Executive Officer of Thomas Nelson Publishers. [More...](#)

Search my blog

Twitter + Facebook 106,690

Join Me at the Building Champions Experience

"The Building Champions Experience is four days that will have a lasting impact on your business and your life. Click for a special opportunity to join me at this year's event."

Michael Hyatt

experience

LEVEL GROUND

LISTEN NOW

WATCH VIDEO

PLANT YOUR CHURCH WEBSITE IN GOOD SOIL

SiteOrganic

Position 1

Position 2

Position 3

- Build relationships with influential community leaders and begin significant conversations that are relevant to their world.
- Meet the leadership training needs of your business community with relevant content, incredible speakers etc.
- Gain recognition in your community as a credible source of relevant, excellent marketplace inspiration.
- Generate alternative revenue for your church.

Gene Merrillford, a host for *Click-It & Leadcast* in Gray, TN, said it well:

"The church has consistently had ministries for preschool, children, youth, men's ministries, and women's ministries. But no church had been aware of or really doing effective work at reaching out and engaging the business community. Our church saw this as an opportunity to minister to a new and important audience that we had never attempted to reach."

Gene has now hosted *Click-It & Leadcast* for four years at his Olive Baptist Church. He started the event with a desire to provide a service to business people in his city. Each year the event has grown. They had 200 attendees the first year and will give attendees last year.

Though Gray is a small town, Gene and his team have managed to build relationships with twenty different sponsoring sponsors, who participate at all different levels. (Click [here](#) to read more of his story.)

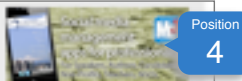
Last year, *Unleashed* Bookstore Leadcast and had the privilege of interviewing several of the event speakers, including Dan Collins, author of the business handbook, *Good to Great*, and Dan Galley, President of *Click-It & Leadcast*. (You can watch these [here](#) and [here](#) to get a sense of the content.) I will be hosting the Bookstore program again in May and can't wait to interview this year's roster of speakers.

If you want to make a difference in your community, please consider hosting the *Click-It & Leadcast*. You can get [more information here](#). You will also be entered in a contest to win a free iPad. (You know you want that!)

Also, you can visit the *Click-It & Leadcast website* for in-depth information about the event, even. You can follow *Click-It & Leadcast* on Facebook, Twitter, and LinkedIn to be kept up-to-date on the latest leadership resources and news about the this year's event.

Questions: Have you attended or hosted *Click-It & Leadcast* previously? If so, what was your experience? Fill out this form by clicking [here](#).

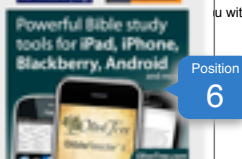
Members of *Unleashed* Bookstore will be a "special guest" at the event and will be a special guest. If you are interested in becoming a special guest, please contact us at [info@unleashedbookstore.com](#) or call 800-454-4545. We will be happy to answer your questions. We are looking forward to your feedback. Thank you for your interest in this event. We will be happy to answer your questions. We are looking forward to your feedback. Thank you for your interest in this event.



Position
4



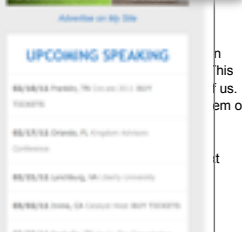
Position
5



Position
6



Position
7



4. Because it will help you overcome resistance. Every meaningful intention, dream, or goal encounters resistance. From the moment you set a goal, you will begin to feel it. But if you focus on the resistance, it will only get stronger. The only way I have found for overcoming it, is to focus on the goal—the thing I want. Steven Pressfield's new book, [Do the Work](#), is must-reading on this topic.

5. Because it will enable you to see—and celebrate—your progress. Life is hard. It is particularly difficult when you aren't seeing progress. You feel like you are working yourself to death, going nowhere. But written goals are like mile-markers on a highway. They enable you to see how far you have come and how far you need to go. They also provide an opportunity for celebration when you attain them.

Writing your goals down doesn't take that long. Don't over-think the process. Just get something on paper and refine it as you go. I think you will find that the benefits are well-worth the effort.

Question: What experiences have you had in committing your goals to writing? You can leave a comment by [clicking here](#).

Position

12



"The Building Champions Experience is four days that will have a lasting impact on your business and your life. Click for a special opportunity to join me at this year's event."

Michael Hyatt**Take Action**[COMMENT](#)[FORWARD TO A FRIEND](#)[SHARE ON FACEBOOK](#)[TWEET THIS](#)

©2012 Michael Hyatt
P.O. Box 1220, Franklin, TN 37067
Get this from a friend? [Subscribe now!](#)

No longer interested in these emails?
You can [unsubscribe here](#), or you can also [choose to switch delivery](#).

The screenshot shows the homepage of Building Champions. The header features the logo and tagline "BUILDING CHAMPIONS™ COACHING, SPEECHES AND LIFE | ON PURPOSE". Below the header is a navigation menu with links: HOME, COMPANY, SOLUTIONS, RESOURCES, TESTIMONIALS, and CONTACT. The main content area includes a testimonial from Michael Hyatt, CEO of Thomas Nelson, Inc., praising the coaching services. To the right of the testimonial are two numbered callouts: "1" and "2".

1

2

GUIDELINES & POLICIES

Guidelines

The design of your ad is your responsibility. Sizes and dimensions are enforced for everyone's mutual benefit. We do not allow animation on any ads.

If you are booking a display ad, you may do so yourself on the BuySellAds website:

<http://buysellads.com/buy/detail/13923>

If you are booking a specialty ad, please email Mindy Spradlin at mindy@michaelhyatt.com.

Review

We reserve the right to approve all ads and to reject any advertiser for any reason. We are not liable for any claims arising from your ad or any errors in it.

Rates

All rates are subject to change. You may guarantee the price of specialty ads by booking and paying in advance.

Payment

You can pay for display ads at the time of purchase via the BuySellAds website. Payment for specialty ads is due in advance via PayPal or some other electronic payment system approved by us. Prices advertised for these ads do not include service fees imposed by PayPal or any others.

Additional Information

For additional questions about advertising, please email Mindy Spradlin at mindy@michaelhyatt.com.