



Summary

GeneralLeadership.com is a well-read, rising blog on the internet. The content is unique, authentic and relevant with a wide following. As a result, our readership has grown by 240 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 Matthew Fritz at Support@GeneralLeadership.com.

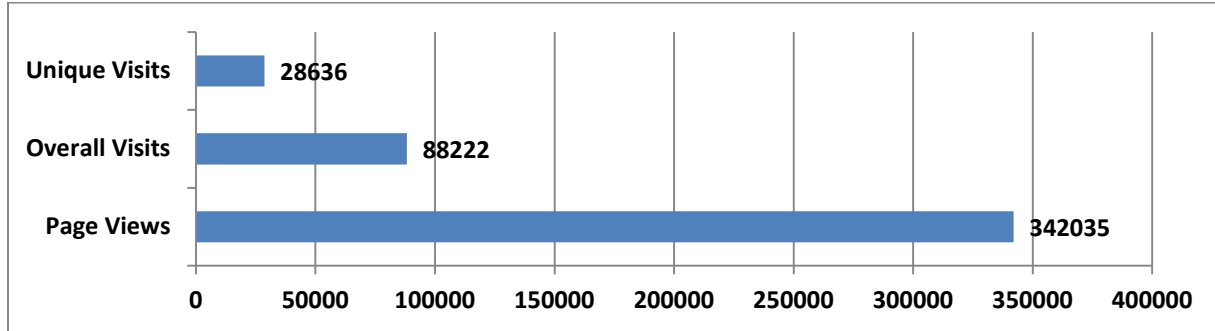
Contents

- Summary 1
- Site Traffic 2
- Site Rankings 2
- Reader Profile 3
- Audience Details 4
- Advertising Options..... 7
- Display Ads 7
- Specialty Ads 8
- Advertising Examples 9
- Available Ad Size Limitations 12
- Optimizing Your Results 13
- Guidelines and Policies 15
 - Guidelines 15
 - Review 15
 - Rates 15
 - Payment 15
- Additional Information..... 15



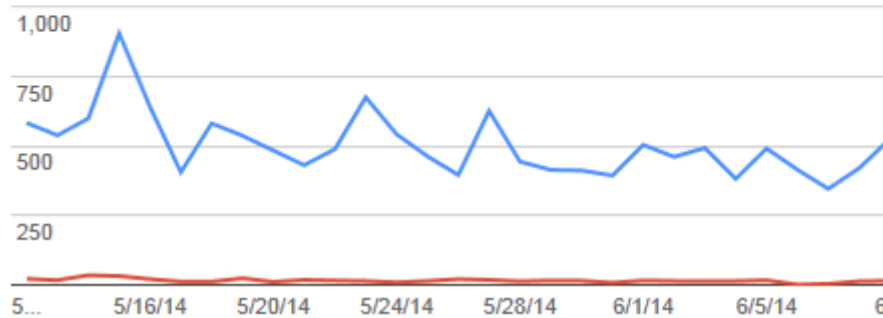
Site Traffic

These are the traffic statistics for the month of June 2014 as reported by Google Analytics. In addition, GeneralLeadership has more than 6,000 RSS or email subscribers and over 280,000 Twitter followers across the site and it's curators.



Search Queries >>

556 queries | 14,595 impressions | 484 clicks



Site Rankings

Metric	Rating	Comments
Google PageRank	1	This ranking is 1 out of possible 10
MOZ PageRank	4.38	This ranking is 4.38 out of possible 10 (similar to Google PageRank)
Alexa TrafficRank	2,753,976	GeneralLeadership.com is in the top 28% of all websites
Inbound Links	24,919	This is the number of external links to GeneralLeadership.com



Reader Profile

Based upon GeneralLeadership.com's "2014 Reader Survey," the TYPICAL READER is a male (66%) aged 30-59 (66%), with at least a Master's Degree (41%) earning more than \$75,000 per year (84%). They are also lifelong learners, with almost 60% indicating their desire to pursue additional, formal education. Our TYPICAL READER is from the United States (although a full 25% are from outside the US), and is not a current or former member of the U.S. Military (32%). Our typical reader does have an immediate family member who is, or has been, a member of the military (60%).

Thirty five percent of our readers hold an "Executive" or "C-Suite" position in their place of employment, with 48% having attended between one and three professional conferences in the last year. In fact, a full 78% have participated in a "Webinar" online seminar—so we are seeking to engage them personally in this venue. While very active on Twitter (87%), Facebook (71%), and LinkedIn (70%), the majority of our readers first discovered our content on Twitter, followed by recommendations from friends – preferring to read our content frequently (at least once per week) directly from our site, followed closely thereafter by our direct email campaign.

Our average reader is well-read, too—reading 1-3 books per month, and subscribing to as many as five magazines. Their interest doesn't stop there, as 44% have book ideas of their own, with almost 15% of them in the actual process of publishing their own book. Our readers also know they have choices—with the majority reading approximately 3-5 blogs per week. That said, a full 20% of our readers come back to our content regularly, three or more times per week! Seventy one percent of our readers have recommended our blog posts to a friend, and rank the written blog posts as their favorite, with the audio and video posts ranked 2nd and 3rd, respectively. While the majority of our readers don't subscribe to podcasts, 21% subscribe to as many as three. We are engaging with our readers on all fronts, building our platform and increasing our exposure (along with our corresponding subscribership). Our growth is projected to double by the end of 2014.



Audience Details

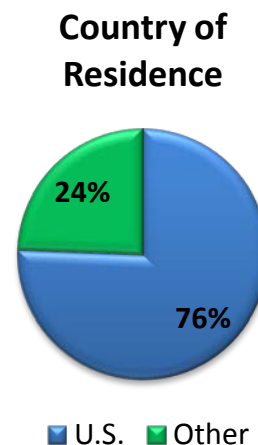
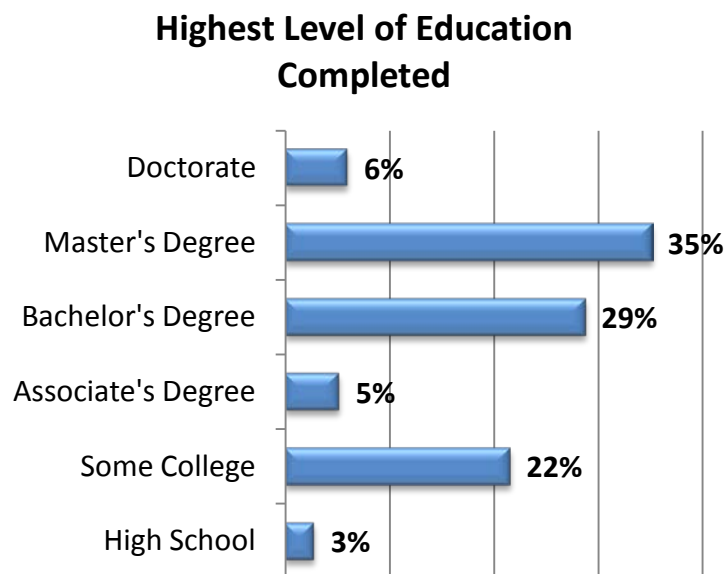
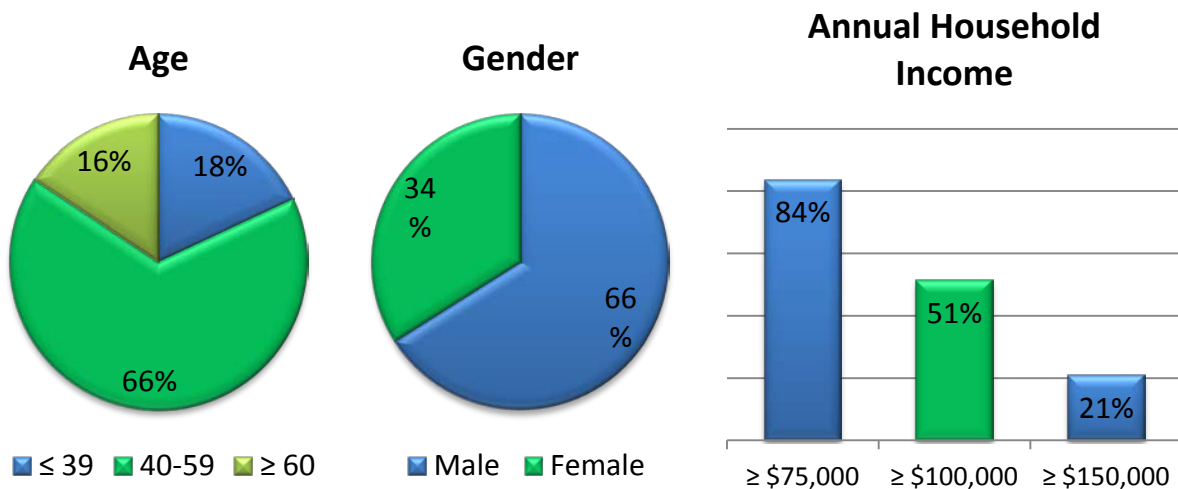
In June 2014, GeneralLeadership.com conducted a "Reader Survey." You can see the original survey here:

<http://generalleadership.com/2014-user-survey/>

And the results here:

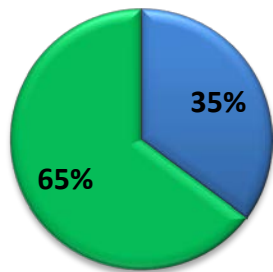
<http://generalleadership.com/?p=3145>

Here are the highlights:



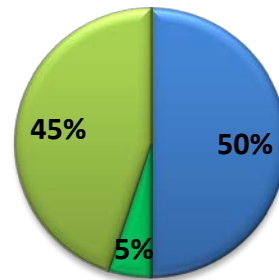


Currently Hold Executive Position



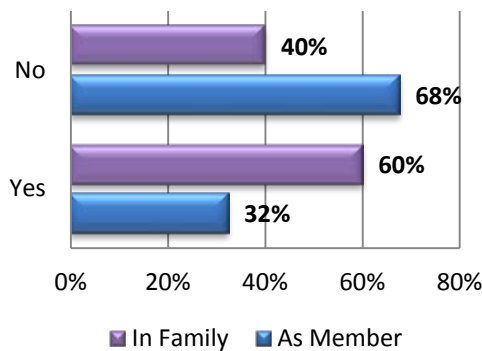
■ Yes ■ No

Intend to Write a Book

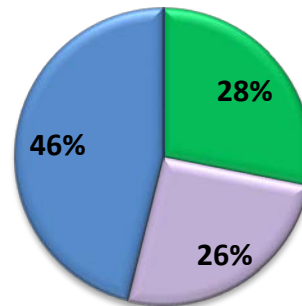


■ Yes ■ Already Have ■ No

Military Affiliation

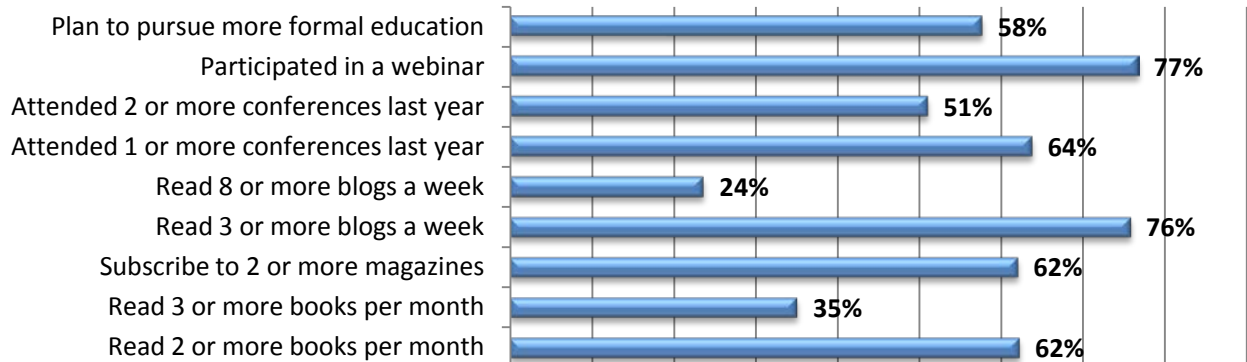


Visit GeneralLeadership Often



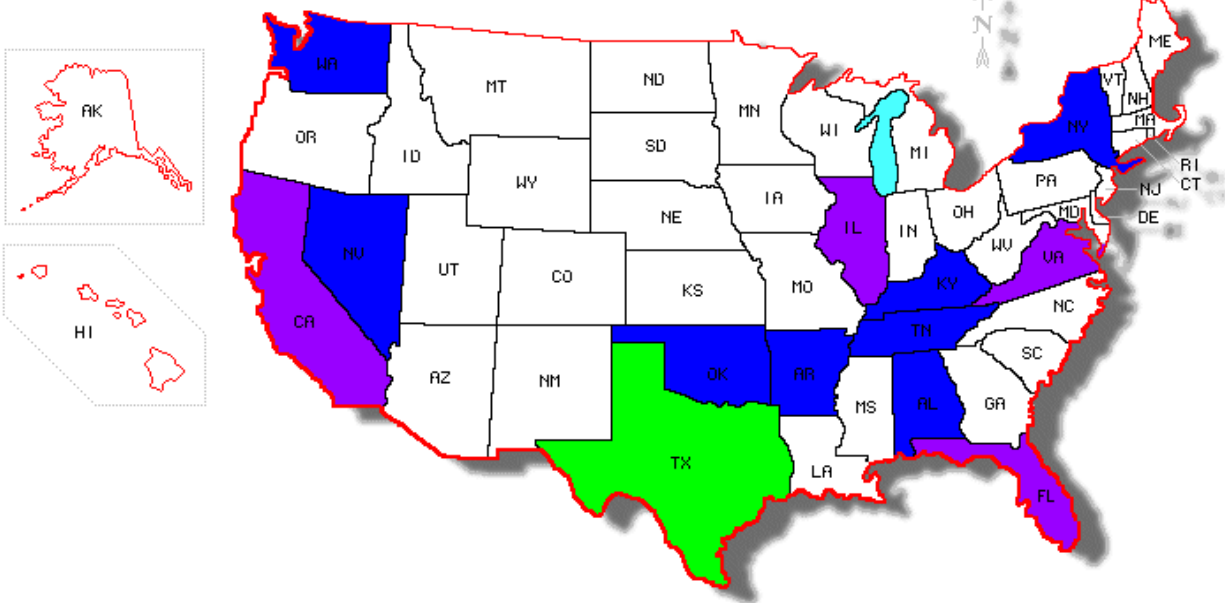
■ ≥ 3 or more times/week ■ Weekly ■ ≤ Weekly

Investment in Personal Growth

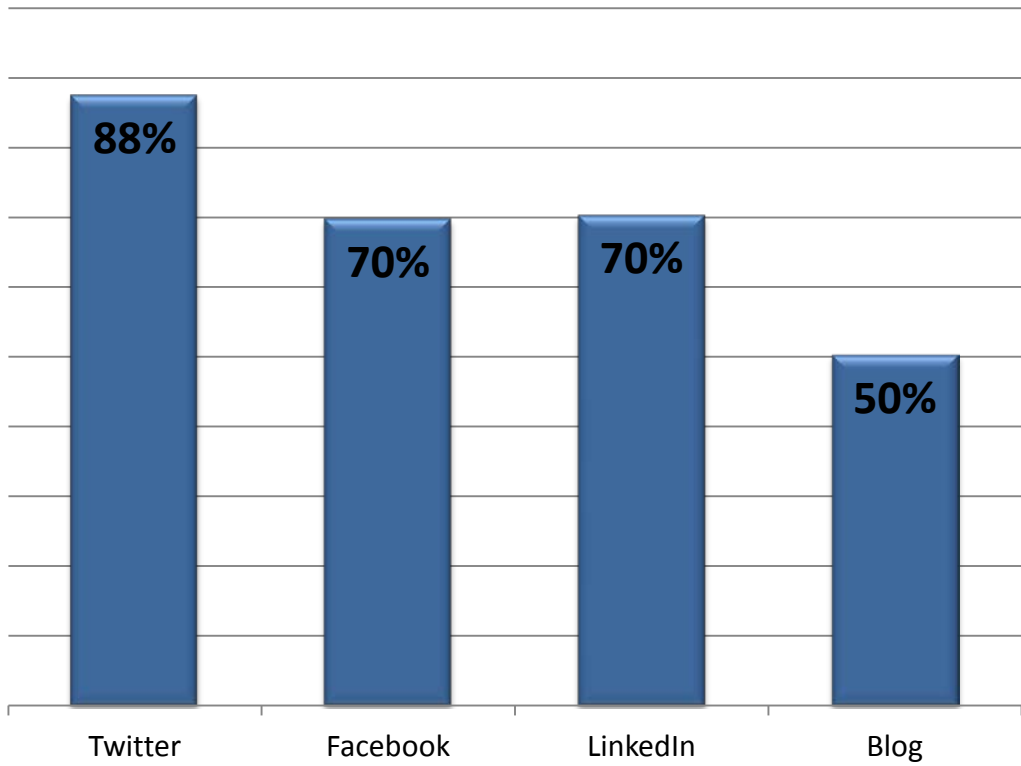




■ >3% Readership ■ >5% Readership ■ >10% Readership



Social Networking





Advertising Options

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 follow on pages 9-12.

DISPLAY ADS		
You can purchase these ads online at http://beaconads.com/buy/detail/242857		
Position 1: Large Sidebar Ad 250 x 250 (Top Right) Zone ID#: 1297120	This ad is the largest available on the site. It is 300 x 250 pixels and appears in the right-hand sidebar, just below the top-line. 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.	\$495 PER 30 DAYS
Position 2: Medium Sidebar Ad 250 x 125 (Top Right) Zone ID#: 1297121	This ad is 250 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.	\$425 PER 30 DAYS
Position 3: Large Sidebar Ad 250 x 250 (Middle Right) Zone ID#: 1297122	This ad is exactly the same size as the Position 1 ad; it is just in a different position.	\$395 PER 30 DAYS
Position 4: Medium Sidebar Ad 250 x 125 (Middle Right) Zone ID#: 1297123	This ad is exactly the same size as the Position 2 ad; it is just in a different position.	\$325 PER 30 DAYS
Position 5: Small Sidebar Ad 110 x 110 (Middle Right) Zone ID#: 1297124	These ads are 110 x 110 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.	\$305 PER 30 DAYS
Position 6: Large Sidebar Ads 250 x 250 (Bottom Right) Zone ID#: 1297125	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.	\$295 PER 30 DAYS
Position 7: Medium Sidebar Ads 250 x 125 (Bottom Right) Zone ID#: 1297126	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.	\$225 PER 30 DAYS
If an advertising option you are seeking is not available via our BeaconAds.com Marketplace listing, please contact us directly at Support@GeneralLeadership.com for assistance!		



SPECIALTY ADS

You can purchase the following specialty ads by emailing Support@GeneralLeadership.com

<p>Position 8: Sponsored Post 300-400 words</p>	<p>One of our curators 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. Our curator will include links in the post to the appropriate landing page on your site. We will also Tweet the link to the post on the day it is published and send it out with the post to our email and RSS subscribers.</p>	<p>\$1,250 PER 30 DAYS</p>
<p>Position 9: Middle Post Ad 200 characters max</p>	<p>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.</p>	<p>\$900 PER 30 DAYS</p>
<p>Position 10: End Post Ad 450 x 150 max</p>	<p>This ad appears at the end of individual posts and is a maximum of 450 x 150 pixels in size. 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.</p>	<p>\$700 PER 30 DAYS</p>
<p>Position 11: RSS Feed Ads 250 x 144 max</p>	<p>Many of our subscribers read our posts via RSS or email. That’s thousands of impressions per post! Two ads appear at the end of the post. They are 250 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.</p>	<p>\$1,000 PER 30 DAYS</p>
<p>Sponsored Tweet: @GenLeadBlog Zone ID#: 1297130</p>	<p>We have a busy and active Twitter following that is growing daily. We will engage our audience and share your information. (Also available via http://beaconads.com/buy/detail/242857)</p>	<p>\$75 PER TWEET</p>



Advertising Examples

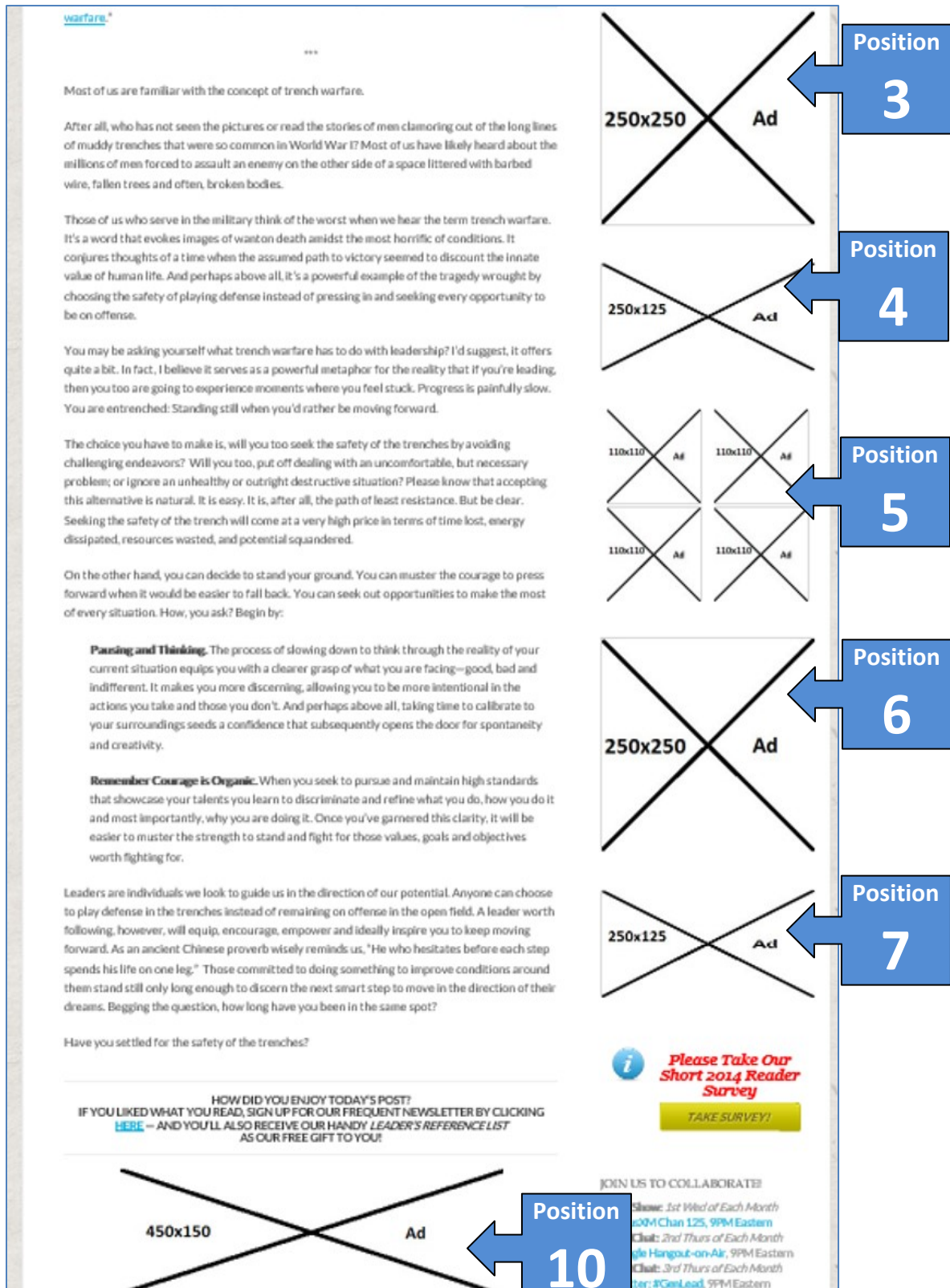
The graphic below illustrates various positions near the top of our blog which are available:

The image shows a screenshot of a blog post on the General Leadership website. The post title is "Avoid the Trenches" and it features a historical photograph of soldiers in a trench. The article discusses the Entente Cordiale and the Von Schlieffen Plan. Several advertising positions are highlighted with blue callout boxes:

- Position 1:** A 250x250 ad space, currently crossed out with a large 'X' and labeled "Ad".
- Position 2:** A 250x125 ad space, also crossed out with a large 'X' and labeled "Ad".
- Position 3:** A yellow ribbon banner on the left side of the article.
- Position 4:** A blue callout box with the number "8" pointing to the article title "Avoid the Trenches".
- Position 5:** A blue callout box with the number "9" pointing to a placeholder text: "* MIDDLE POST AD WRITTEN HERE – NO MORE THAN 200 CHARACTERS *".
- Position 6:** A blue callout box with the number "1" pointing to the 250x250 ad space.
- Position 7:** A blue callout box with the number "2" pointing to the 250x125 ad space.

Other elements visible in the screenshot include a navigation menu (HOME, ABOUT US, MEDIA, TEAM, CHATS, OUR PROGRAMS), a social media bar (RSS, Email, Twitter, Facebook), and a subscription form with fields for "Your First Name" and "Your Email Address", and a "GET UPDATES" button.

The graphic below illustrates various positions near the middle-to-bottom of our blog which are available:



[warfare](#)...

Most of us are familiar with the concept of trench warfare.

After all, who has not seen the pictures or read the stories of men clamoring out of the long lines of muddy trenches that were so common in World War I? Most of us have likely heard about the millions of men forced to assault an enemy on the other side of a space littered with barbed wire, fallen trees and often, broken bodies.

Those of us who serve in the military think of the worst when we hear the term trench warfare. It's a word that evokes images of waoon death amidst the most horrific of conditions. It conjures thoughts of a time when the assumed path to victory seemed to discount the innate value of human life. And perhaps above all, it's a powerful example of the tragedy wrought by choosing the safety of playing defense instead of pressing in and seeking every opportunity to be on offense.

You may be asking yourself what trench warfare has to do with leadership? I'd suggest, it offers quite a bit. In fact, I believe it serves as a powerful metaphor for the reality that if you're leading, then you too are going to experience moments where you feel stuck. Progress is painfully slow. You are entrenched: Standing still when you'd rather be moving forward.

The choice you have to make is, will you too seek the safety of the trenches by avoiding challenging endeavors? Will you too, put off dealing with an uncomfortable, but necessary problem; or ignore an unhealthy or outright destructive situation? Please know that accepting this alternative is natural. It is easy. It is, after all, the path of least resistance. But be clear. Seeking the safety of the trench will come at a very high price in terms of time lost, energy dissipated, resources wasted, and potential squandered.

On the other hand, you can decide to stand your ground. You can muster the courage to press forward when it would be easier to fall back. You can seek out opportunities to make the most of every situation. How, you ask? Begin by:

Pausing and Thinking. The process of slowing down to think through the reality of your current situation equips you with a clearer grasp of what you are facing—good, bad and indifferent. It makes you more discerning, allowing you to be more intentional in the actions you take and those you don't. And perhaps above all, taking time to calibrate to your surroundings seeds a confidence that subsequently opens the door for spontaneity and creativity.

Remember Courage is Organic. When you seek to pursue and maintain high standards that showcase your talents you learn to discriminate and refine what you do, how you do it and most importantly, why you are doing it. Once you've garnered this clarity, it will be easier to muster the strength to stand and fight for those values, goals and objectives worth fighting for.

Leaders are individuals we look to guide us in the direction of our potential. Anyone can choose to play defense in the trenches instead of remaining on offense in the open field. A leader worth following, however, will equip, encourage, empower and ideally inspire you to keep moving forward. As an ancient Chinese proverb wisely reminds us, "He who hesitates before each step spends his life on one leg." Those committed to doing something to improve conditions around them stand still only long enough to discern the next smart step to move in the direction of their dreams. Begging the question, how long have you been in the same spot?

Have you settled for the safety of the trenches?

HOW DID YOU ENJOY TODAY'S POST?
IF YOU LIKED WHAT YOU READ, SIGN UP FOR OUR FREQUENT NEWSLETTER BY CLICKING [HERE](#) -- AND YOU'LL ALSO RECEIVE OUR HANDY LEADER'S REFERENCE LIST AS OUR FREE GIFT TO YOU!

Please Take Our Short 2014 Reader Survey
TAKE SURVEY!

JOIN US TO COLLABORATE!
Show: 1st Wed of Each Month 10M Chan 125, 9PM Eastern
Chat: 2nd Thurs of Each Month 10M Hangout-on-Air, 9PM Eastern
Chat: 3rd Thurs of Each Month 10M
Twitter: #GenLead, 9PM Eastern

The following depicts the bottom-area of one of our direct e-mail weekly newsletters

In 1904, France and Britain signed the Entente Cordiale (the friendly understanding); shortly thereafter, Russia also agreed to join this alliance. As a result, the German military began to fear the possibility of a combined attack from France, Britain and Russia.

In an attempt to respond to what they perceived as a growing threat, the German staff began making plans of their own to fend off a potential attack from these allied powers. The plan became known as [The Von Schlieffen Plan](#), named after its primary architect, German Army Chief of Staff Alfred von Schlieffen.... [Read the rest](#)

The post [Avoid the Trenches](#) appeared first on [General Leadership](#).

[Read More](#)



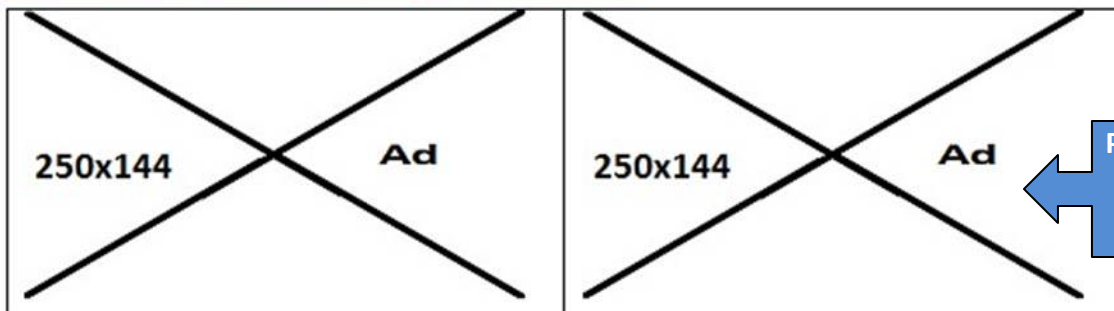
Recent Posts

[200-Second Soundbite™ Podcast: Secret to Leadership](#)

[A "To Be" List for Aspiring Leaders](#)

[Take our 2014 Reader Survey](#)

[200-Second Soundbite™ Video: Dynamic Leadership](#)



Position
11

Copyright © 2014 GeneralLeadership.com, All rights reserved.

As a subscriber to GeneralLeadership.com, you eligible to receive special, select content.





Available Ad Size Limitations

Available ad sizes are measured in pixels. The graphic images below were accurate in the original document, however screen and print specifics to your device may alter the images as you see them. Please ensure you double-check your graphic ads to determine true pixel dimensions.

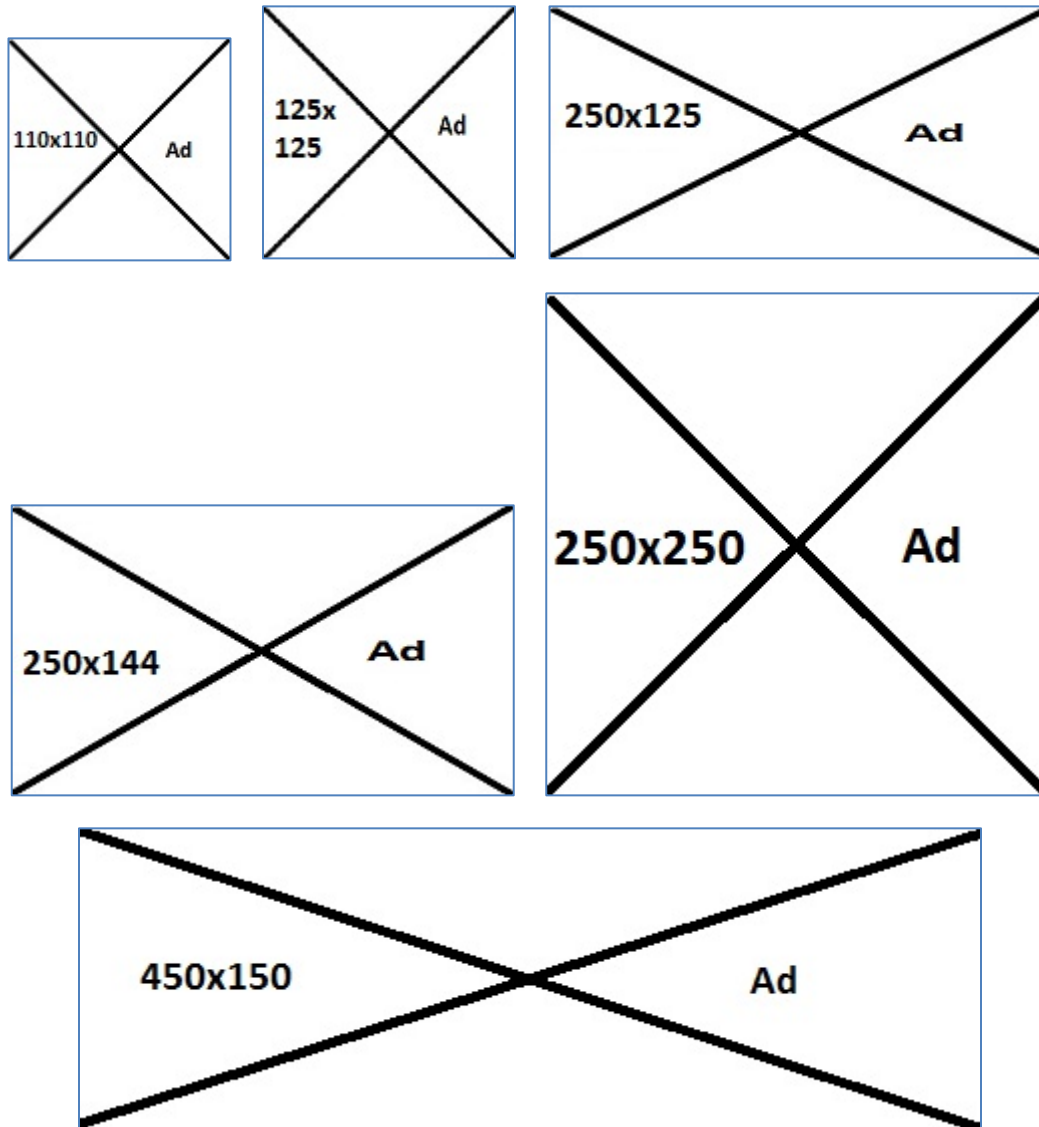


Figure 1 - Ad Size Examples



Optimizing Your Results

The copy on display ads should be written to connect with our readers' felt needs. We are happy to review various options and give you an opinion based on our experience.

Regardless of which advertising option you choose, you will need to supply us with a link to a "landing page" on your site. This is the page the reader will be taken to when he clicks on your ad or a link inside a sponsored post or interview.

We **highly recommend** that you customize your landing page for this specific use, so that you can *directly* connect with the reader. To make your page as effective as possible, we offer the following tips. (You can see an example below.)

1. **Make it personal.** You can do this with a simple greeting that begins, "Thank you for clicking on our ad on GeneralLeadership.com." You could also include a picture of our logo or an endorsement (if we have provided you with one). This simply tells the reader that he has arrived at the right place. (See #1 on Next Page.)
2. **Create a special offer.** Everyone like to feel like they are getting a special deal. You might offer a discount or a trial offer to induce the reader to take the appropriate action. (See #2 on Next Page.)
3. **Issue a specific call to action.** It could be a request for further information, an invitation to join a mailing list, a request for a price quote, or an opportunity to "buy now." (See #2 on Next Page.) In our experience, this works best if it is a *singular* call to action. If you want to provide a secondary call to action, make sure that it has less "weight" than the primary one.
4. **Test your offer.** If you are including a discount code, double-check to make sure your shopping cart accepts it. We once had an advertiser get a huge response to the offer, but the discount code did not work. Not only did they miss out on hundreds of sales, they frustrated a lot of would-be customers—not the best first impression.
5. **Make sure your server can handle the load.** Depending on your offer, you may get a significant spike in website traffic. This doesn't always happen, but when it does, it can crash your server. This will leave people frustrated and confused. This ends up being embarrassing for both of us. It can also create an enormous customer service problem as people report the problem or inquire about it.

You can view this actual landing page at <http://www.GeneralLeadership.com/Subscribe>
(See Next Page).



GeneralLeadership.com
Subscribe Today For More Insight!

GET FREE INSTANT ACCESS!

Subscribe **TODAY** to leverage the proven leadership and strategic experience of command-level active and retired members of the United States Military in the following areas: * Integrity ** Character ** Leadership ** Community*

Our team specializes in providing unique engagement opportunities designed to enhance individual and organizational performance, and are selected for inclusion based upon a record of accomplishment of validated success in senior-ranking positions through which they have gained command experience leading complex challenges in dynamic environments. Through these proven leaders, GeneralLeadership.com provides world-class engagement commensurate with the demanding expectations of high-profile clientele who are seeking accountable leadership insight, training, coaching and development. As proven leaders in peace and war, GeneralLeadership.com's authors and curators consider it a privilege and responsibility to share what we have learned serving our nation across the globe.

Claim Your Copy

Subscribe to receive our insights via Email & get a copy of our popular 2014 Leadership Resource List FREE.

Full Name

Email Address

SUBSCRIBE

Your email address will never be shared with any 3rd parties and you will receive only the type of content for which you subscribed.

Figure 2 - Landing Page



Guidelines and 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 normal display ad, you may do so yourself on the BeaconAds.com website:

<https://beaconads.com/buy/detail/242857>

If you are booking a specialty ad, or are having difficulty placing an order for an advertisement via our BeaconAds.com Marketplace listing, please email Matthew Fritz at Support@GeneralLeadership.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 BeaconAds.com 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 Matthew Fritz at

Support@GeneralLeadership.com

