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.

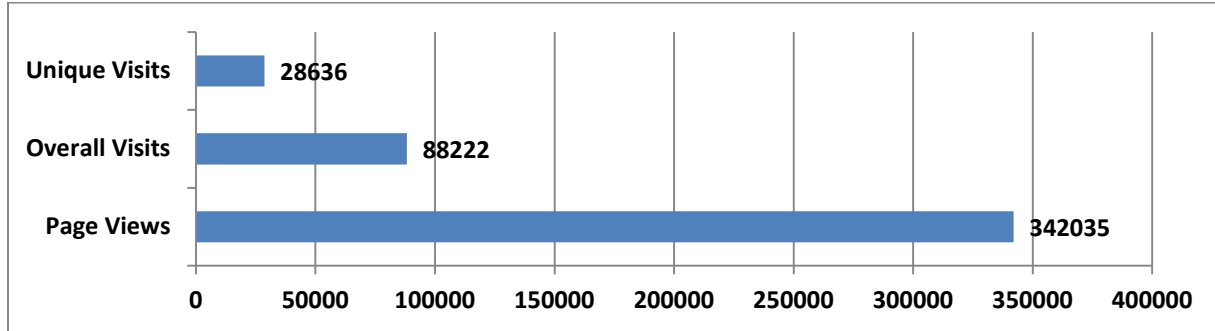To discuss your advertising needs, please contact Matthew Fritz at Support@GeneralLeadeship.com.
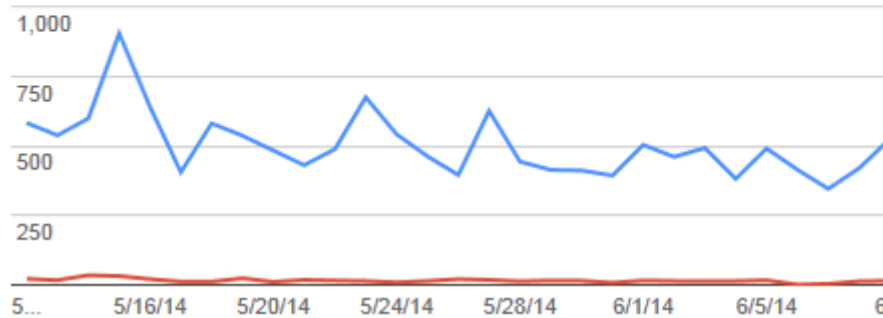
Contents

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.

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.
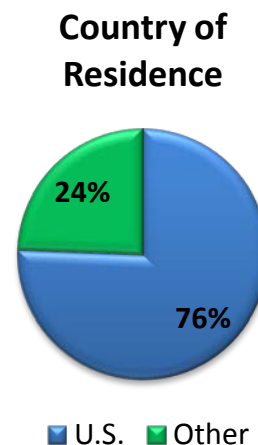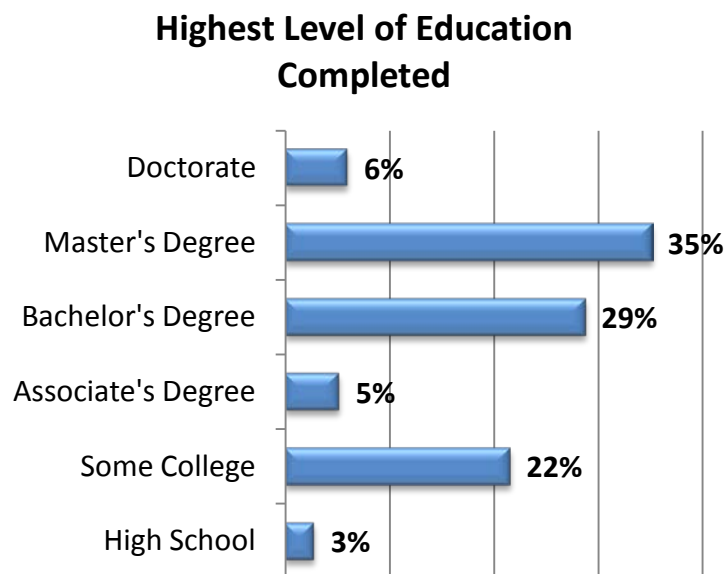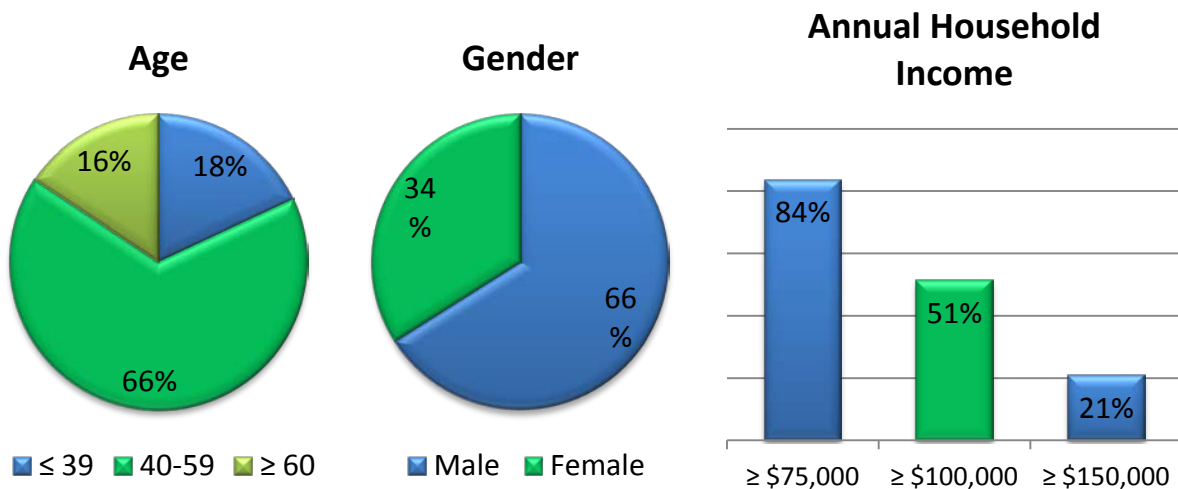
Audience Details

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:

Age

■ ≤ 39   ■ 40-59   ■ ≥ 60

Gender

■ Male   ■ Female

Annual Household Income

≥ $75,000   ≥ $100,000   ≥ $150,000

Highest Level of Education Completed

Doctorate	6%
Master's Degree	35%
Bachelor's Degree	29%
Associate's Degree	5%
Some College	22%
High School	3%

Country of Residence

■ U.S.   ■ Other

Support@GeneralLeadership.com

GENERAL LEADERSHIP

Currently Hold Executive Position

- 35% Yes
- 65% No
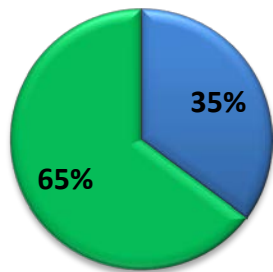
■ Yes ■ No

Intend to Write a Book

- 50% Yes
- 5% Already Have
- 45% No
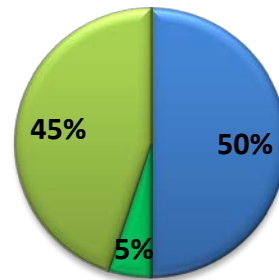
■ Yes ■ Already Have ■ No

Military Affiliation

No: 40% (In Family), 68% (As Member)
Yes: 60% (In Family), 32% (As Member)

0% 20% 40% 60% 80%

■ In Family ■ As Member
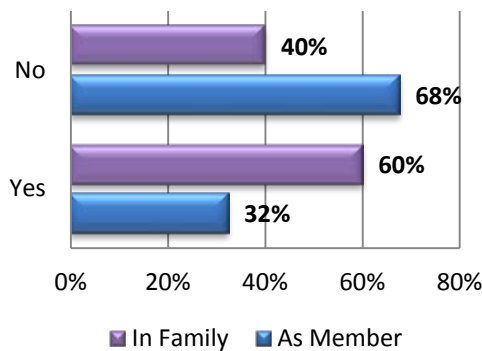
Visit GeneralLeadership Often

- 28%
- 26%
- 46%
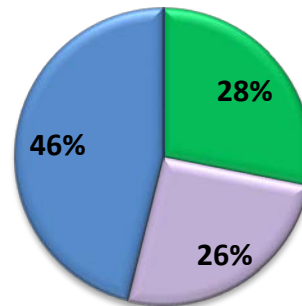
■ ≥ 3 or more times/week ■ Weekly ■ ≤ Weekly

Investment in Personal Growth

Category	%
Plan to pursue more formal education	58%
Participated in a webinar	77%
Attended 2 or more conferences last year	51%
Attended 1 or more conferences last year	64%
Read 8 or more blogs a week	24%
Read 3 or more blogs a week	76%
Subscribe to 2 or more magazines	62%
Read 3 or more books per month	35%
Read 2 or more books per month	62%
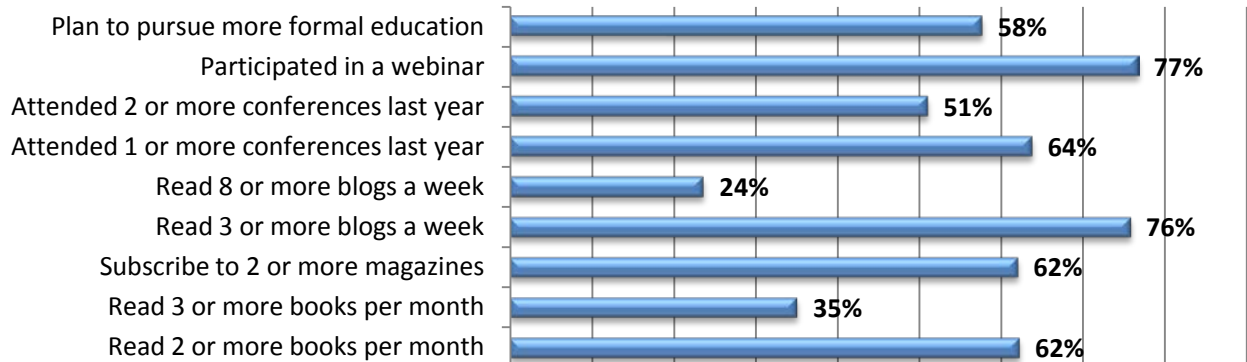
>3% Readership >5% Readership >10% Readership

Social Networking

Twitter	Facebook	LinkedIn	Blog
88%	70%	70%	50%
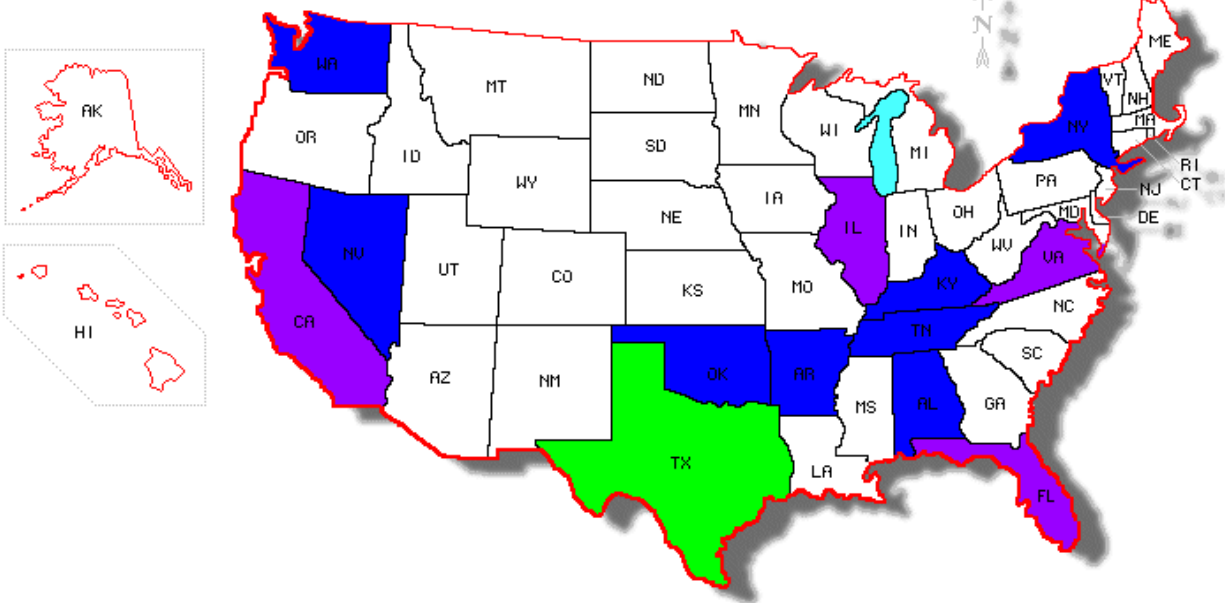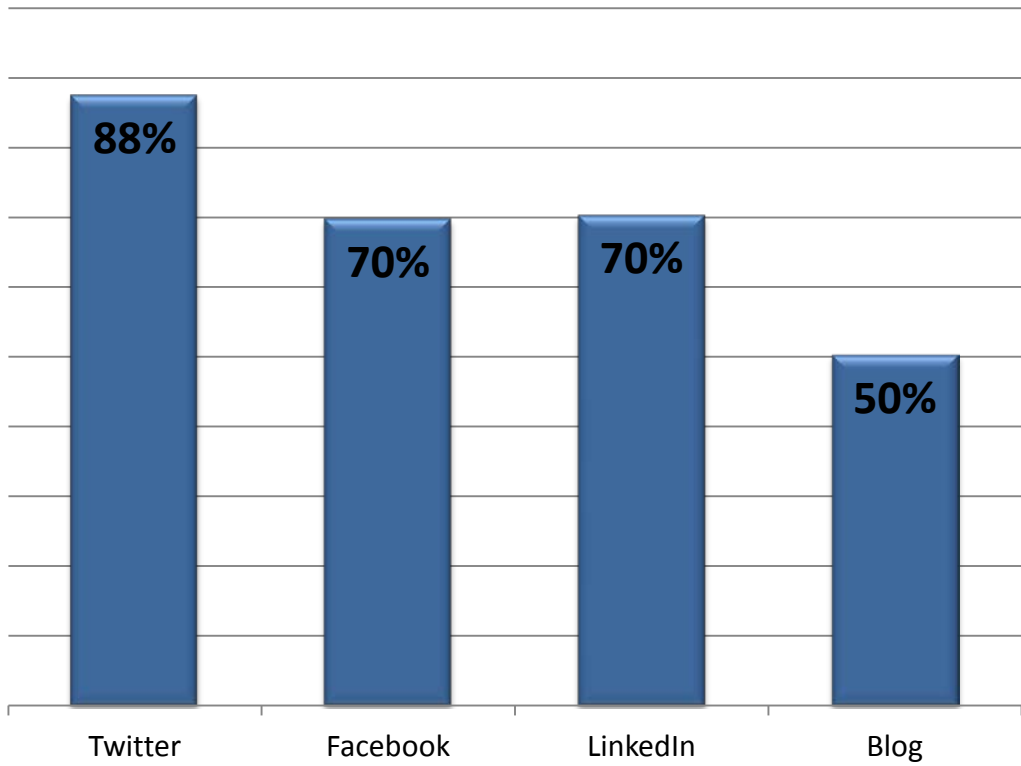
Advertising Options

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

Position 8: Sponsored Post 300-400 words	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.	$1,250 PER 30 DAYS
Position 9: Middle Post Ad 200 characters max	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.	$900 PER 30 DAYS
Position 10: End Post Ad 450 x 150 max	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.	$700 PER 30 DAYS
Position 11: RSS Feed Ads 250 x 144 max	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.	$1,000 PER 30 DAYS
Sponsored Tweet: @GenLeadBlog Zone ID#: 1297130	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)	$75 PER TWEET

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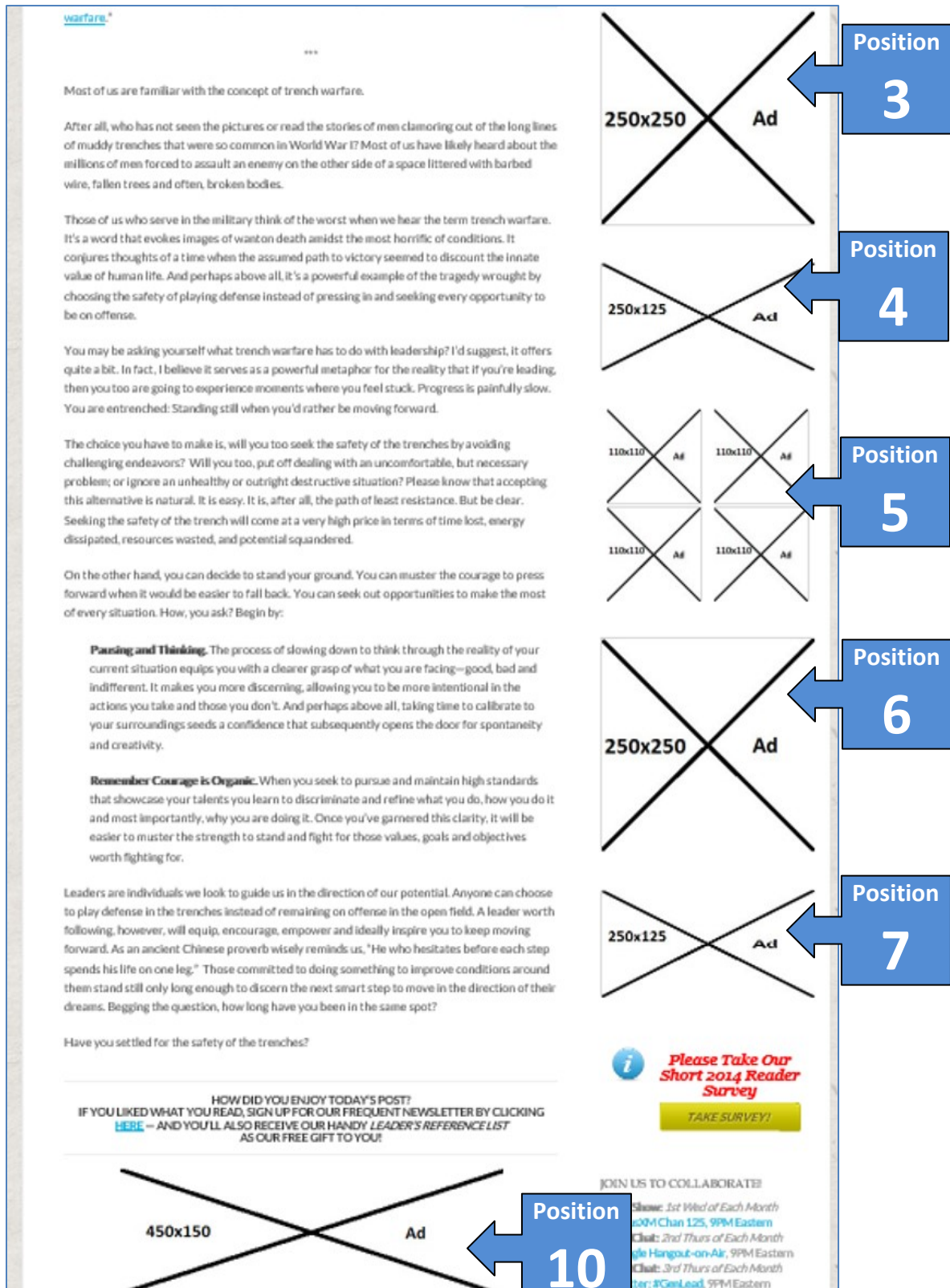
The graphic below illustrates various positions near the top of our blog which are available:

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

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.

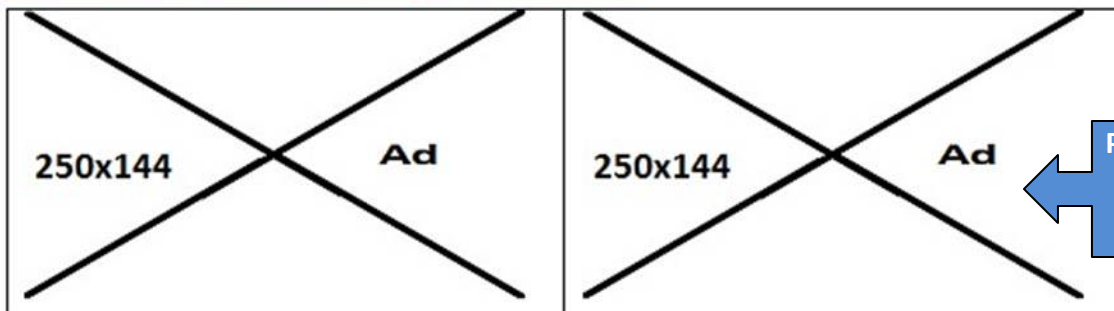**Read More**   ➤ Tweet   👍 Like

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

250x144 Ad   250x144 Ad   **Position 11**

MailChimp

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.
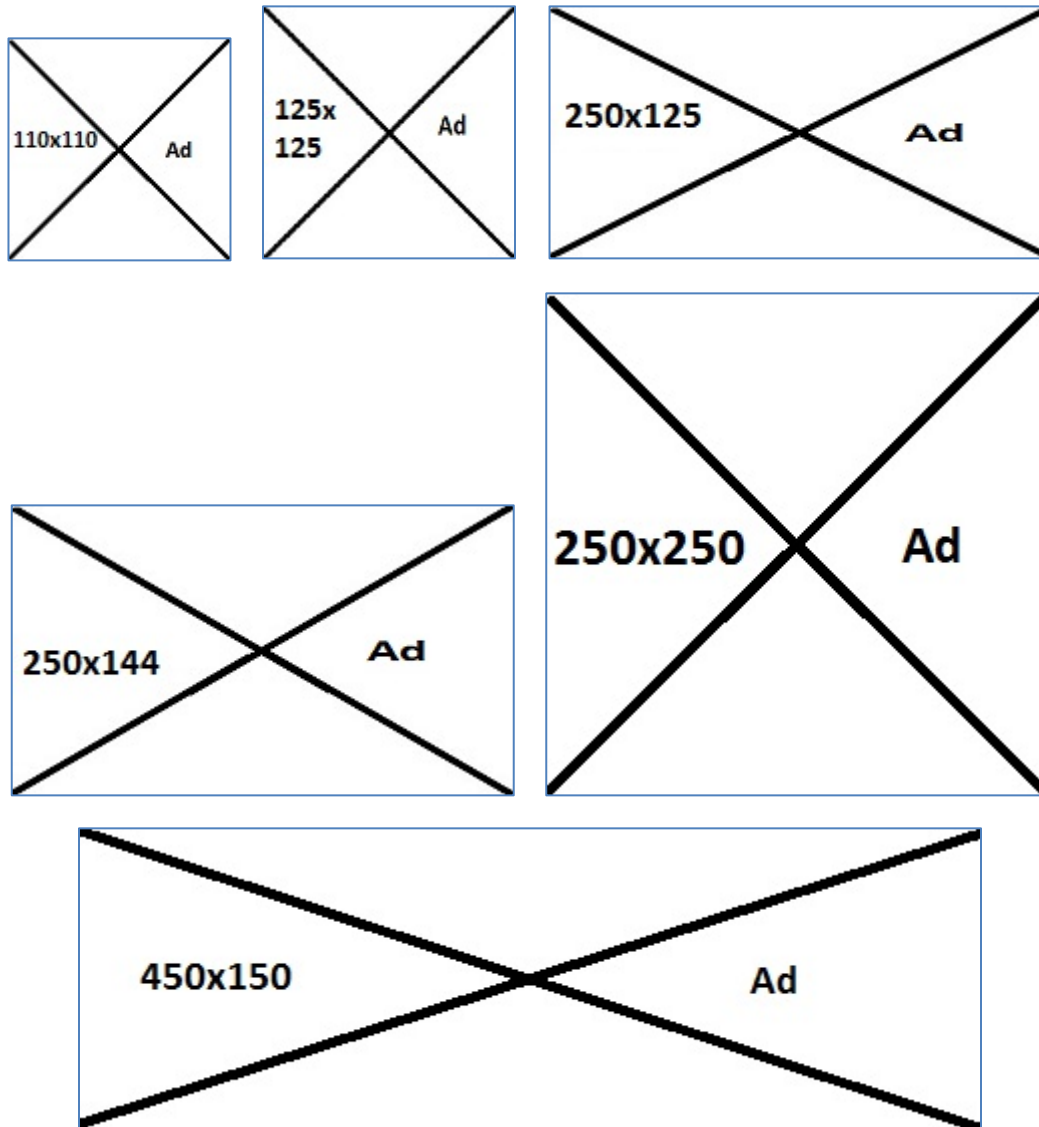

110x110 Ad

125x 125 Ad

250x125 Ad

250x144 Ad

250x250 Ad

450x150 Ad

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).

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 to not include service fees imposed by PayPal or any others.

Additional Information

For additional questions about advertising, please email Matthew Fritz at

Support@GeneralLeadeship.com