



# *Cities on the Cheap*

## Media Kit

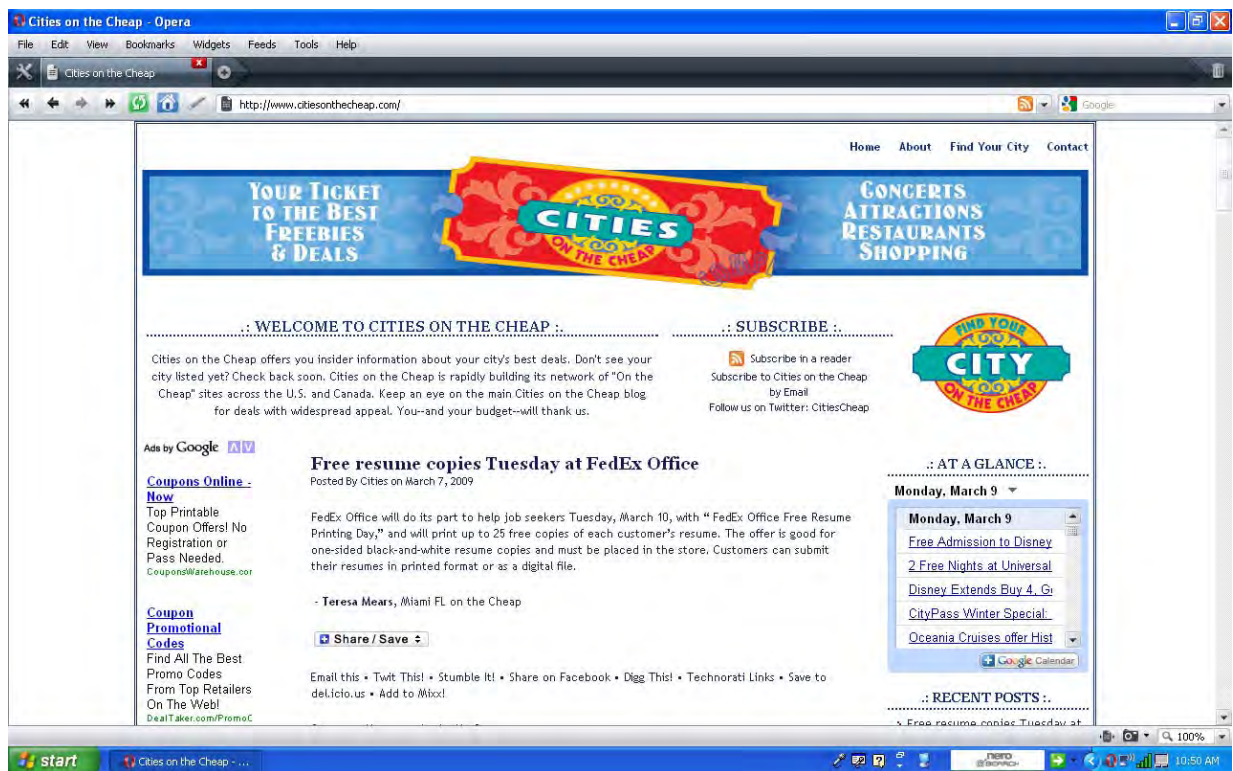
# Introduction

Cities on the Cheap, <http://www.citiesonthecheap.com>, is the hub for a rapidly growing network of “On the Cheap” blogs. Each blog, which is independently owned and operated, highlights city-specific freebies, discounts and deals.

## Rationale

In today’s penny-pinching economy, people are looking for ways to do more with less, from low-cost family activities to cheap date nights. Although a myriad of money-saving blogs exist, most focus on reaching a national U.S. audience, offering readers few, if any, city-specific deals.

Cities on the Cheap fills this niche. The Cities on the Cheap network includes city-specific sites across the U.S., Canada, the Caribbean, and even Europe, with more in development. Each day, Cities on the Cheap bloggers present their readers with the best local deals available on dining, entertainment, concerts, kids’ activities, cultural events and more. And when a deal has widespread appeal, it’s posted on Cities on the Cheap’s blog, too. **Subscriptions are free.**



# Details

The blogs cover diverse subject matter, including dining, entertainment, special events, travel and shopping. Readers access the blogs in multiple ways: through the websites; via RSS; by email subscriptions; or via social networking sites, such as Twitter and Facebook. This approach enhances each blog's ability both to retain readers and to reach new ones.

**With both the hub site and many of the blogs in the Cities on the Cheap network, RSS and email subscribers receive only a headline and excerpt, which requires them to click through to the website for the entire story, thus exposing them to local banner ads.**

The editorial style of Cities on the Cheap is designed to invite reader participation. Posts are concise and written in a fun, witty voice, and readers are encouraged to comment and share leads of their own. When a reader tips off an “on the cheap” blogger to a deal, some of the writers will include a quick thanks in the post to acknowledge the contribution and build a sense of community. The editorial is also highly enthusiastic, encouraging readers to patronize local businesses and events.

# Background



Jennifer Maciejewski came up with the “Cities on the Cheap” concept in August 2008 when she started a blog to highlight metro-Atlanta’s freebies and deal, Atlanta on the Cheap, <http://www.AtlantaOnTheCheap.com>. In early 2009, Maciejewski shared her idea on a networking site for professional writers and invited other writers to start “On the Cheap” blogs for their cities.

So many people took Maciejewski up on the offer that she decided to create a hub site, Cities on the Cheap, <http://www.CitiesOnTheCheap.com>. Cities on the Cheap links to independently owned and operated “On the Cheap” blogs in major cities across the U.S., Canada, the Caribbean, and even Europe.

Although the Cities on the Cheap official member sites remain focused on providing readers with city-specific deals, the hub site serves as a tool to raise the visibility of the “On the Cheap” concept and connect readers to “On the Cheap” blogs both where they live and where they vacation.

The journalists involved in the project have many years of experience, with bylines appearing in major newspapers and glossy national magazines. As well, many of the writers involved have high-level marketing and public relations experience. **This combination of skills and experience, coupled with an exceptionally timely concept, make “On the Cheap” blogs a sure bet for success.**

Maciejewski and the “On the Cheap” bloggers aggressively market Cities on the Cheap and the member sites to local and national media. Members of the Cities on the Cheap network have participated in television and radio interviews to promote their “On the Cheap” sites, and independent journalists and authors have listed Cities on the Cheap as a valuable resource for deals in articles as well as in a book about frugal living.

# Readership

Since Jennifer Maciejewski started Cities on the Cheap in January 2009, the number of page views and unique visitors to the site has grown steadily, often increasing by more than 100% from month to month.

Here's a snapshot of Cities on the Cheap's readership as of November 13, 2009.

Visitors (previous 30 days):

- Visits: 33,009
- Unique Visitors: 23,708

Page Views: (previous 30 days):

- Total Page Views: 50,812
- Unique Views: 44,113
- Average Page Views per Visit: 1.54
- Average Time on Site: 1.15

Subscribers:

- Email: 396
- Twitter: 850
- RSS: 173

# Advertising

Cities on the Cheap can accommodate several sizes of advertisements, including 160x160, 160x300, 160x600, and 728x90, with a maximum of three units per advertiser per month. Text ads also are available (see exclusions below).

Currently, Cities on the Cheap offers ad placement in the leaderboard and in the left and right sidebars. Advertisements appear in the same position on the main page and the single-post pages on the site.

Banner placement will be determined by size, with banners positioned sequentially from largest to smallest. Text ads will appear below banner ads. Advertising space will be limited to 3,000 pixels (height). For example, this space could accommodate the maximum of three 160x600 banners plus two 160x300 banners, the maximum three 160x160 tile ads and several text ads.

**Exclusions:** Members of the Cities on the Cheap blog network do not offer sponsored posts, nor will they accept gratuities in exchange for editorial coverage. They will, however, consider exclusive offers for our blog readers, giveaways, and other creative opportunities.

**Exposure:** Cities on the Cheap offers several advertising options to increase exposure for your business or event on the website:

- A) Advertisement on the “Cheap Deals” page. This page is currently in development. Once live, the page will feature exclusive deals for Cities on the Cheap readers. Each of the deals will be paid advertisements, and the business/service must offer a discount to readers in order to place an advertisement on the “Cheap Deals” page. To draw attention to these deals & ensure that email, Twitter, and RSS subscribers are made aware of them, Jennifer Maciejewski will mention the “Cheap Deals” page and specific deals on it in the main content area of the blog.
- B) Text link in the “Hot Deals” section. This set of links is currently in development. Once live, the “Hot Deals” set of links will give businesses and events increased exposure on Cities on the Cheap. “Hot Deals” links will be placed above the “At a Glance” calendar. The businesses/events can choose between having the links bring readers to the unsponsored editorial copy on Cities on the Cheap (often a round-up of deals about the events) or to their own website.

# Rate Card

Cities on the Cheap uses a CPM (cost per impression) formula to determine ad rates.

## Standard Ads:

- 160x160 Graphic Tile Ad: Number of page views per month X 0.003
- 160x160 Text Tile Ad: Number of page views per month X 0.0024
- 160x300 Graphic Banner Ad: Number of page views per month X 0.0055
- 160x600 Graphic Banner Ad: Number of page views per month X 0.0075
- 728x90 Graphic Banner Ad: Number of page views per month X 0.008

## Exposure Ads:

- “Hot Deals” Text Link: Number of page views per month X 0.003
- “Cheap Deals” Ad (size TBD): Number of page views per month X 0.003

Cities on the Cheap makes no guarantees regarding click-through rates; however, it will provide screen shots of statistics from Google Analytics and OpenAds along with the invoice. For more information about advertising on Cities on the Cheap, email [cities@citiesonthecheap.com](mailto:cities@citiesonthecheap.com).

# Contact

## Cities on the Cheap Member Sites

*Note: Unless you're on deadline, please contact by email.*

### Cities on the Cheap

Blog Title: Cities on the Cheap  
URL: <http://www.citiesonthecheap.com>  
Contact: Jennifer Maciejewski  
Email: [cities@citiesonthecheap.com](mailto:cities@citiesonthecheap.com)  
Phone: 678-560-6043  
Twitter: citiescheap

### Canada

#### Ontario

##### Toronto

Blog Title: Toronto on the Cheap  
URL: <http://www.torontoonthecheap.com>  
Contact: May Yeung  
Email: [m.yeung@sympatico.ca](mailto:m.yeung@sympatico.ca)  
Phone: 416-712-2920  
Twitter: MFYeung

#### Quebec

##### Montreal

Blog Title: Montreal on the Cheap  
URL: <http://www.montrealonthecheap.com>  
Contact: Marijke Vroomen-Durning  
Email: [marijke@montrealonthecheap.com](mailto:marijke@montrealonthecheap.com)  
Twitter: MarijkeD

### Caribbean

**Antigua, Bahamas, Barbados, Bermuda,  
Caymans, Dominican Republic, Jamaica,  
Mexico, Virgin Islands, & others**

Blog Title: Caribbean on the Cheap  
URL:  
<http://www.caribbeanonthecheap.com>  
Contact: Dale Leatherman  
Email: [deals@caribbeanonthecheap.com](mailto:deals@caribbeanonthecheap.com)

### Georgia

#### Atlanta

Blog Title: Atlanta on the Cheap  
URL: <http://www.atlantaonthecheap.com>  
Contact: Jennifer Maciejewski  
Email: [jm@atlantaonthecheap.com](mailto:jm@atlantaonthecheap.com)  
Phone: 678-560-6043  
Twitter: atlcheap

#### Macon

Blog Title: Macon on the Cheap  
URL: <http://macononthecheap.com>  
Contact: Lara Carswell  
Email: [lara@macononthecheap.com](mailto:lara@macononthecheap.com)

### Hawaii

#### Big Island

Blog Title: Big Island On The Cheap  
URL: [www.bigislandonthecheap.com](http://www.bigislandonthecheap.com)  
Contact: Kris Bordessa & Leslie Lang  
Email: [hawaiiionthecheap@gmail.com](mailto:hawaiiionthecheap@gmail.com)  
Phone: Kris, 530-295-0887 / Leslie, 808-964-1494  
Twitter: KBordessa, LeslieLang

#### Honolulu

Blog Title: Honolulu On The Cheap  
URL: [www.honoluluonthecheap.com](http://www.honoluluonthecheap.com)  
Contact: Kris Bordessa & Leslie Lang  
Email: [hawaiiionthecheap@gmail.com](mailto:hawaiiionthecheap@gmail.com)  
Phone: Kris, 530-295-0887 / Leslie, 808-964-1494  
Twitter: KBordessa, LeslieLang

## Europe

### Britain

Blog Title: Britain on the Cheap  
URL: [www.britainonthecheap.com](http://www.britainonthecheap.com)  
Contact: Betsa Marsh  
Email: [info@britainonthecheap.com](mailto:info@britainonthecheap.com)

### Italy (Fall '09)

Blog Title: Italy on the Cheap  
URL: [www.italyonthecheap.com](http://www.italyonthecheap.com)  
Contact: Barbara Rogers  
Email: [rogerswriters@ne.rr.com](mailto:rogerswriters@ne.rr.com)

## United States

### Arizona

#### Phoenix

Blog Title: Phoenix on the Cheap  
URL: <http://www.phoenixonthecheap.com>  
Contact: Kate Reynolds  
Email: [kate@phoenixonthecheap.com](mailto:kate@phoenixonthecheap.com)  
Phone: 520-296-4944  
Twitter: Phoenixcheap

#### Tucson

Blog Title: Tucson on the Cheap  
URL: <http://www.tucsononthecheap.com>  
Contact: Kate Reynolds  
Email: [kate@tucsononthecheap.com](mailto:kate@tucsononthecheap.com)  
Phone: 520-296-4944  
Twitter Tag: Tucsoncheap

### California

#### Los Angeles

Blog Title: Los Angeles on the Cheap  
URL: <http://www.losangelesonthecheap.com>  
Contact: John Morell  
Email: [jmorell22@gmail.com](mailto:jmorell22@gmail.com)  
Phone: 818-716-5460

## Illinois

### Chicago

Blog Title: Your Chicago on the Cheap  
URL: <http://www.yourchicagoonthecheap.com>  
Contact: Ellen Whitworth  
Email: [mstipgirl@gmail.com](mailto:mstipgirl@gmail.com)  
Phone: 847-528-3503  
Twitter: chicagocheap

## Louisiana

### New Orleans

Blog Title: New Orleans on the Cheap  
URL: <http://www.neworleansonthecheap.com>  
Contact: Craig Guillot  
Email: [craig@craigguillot.com](mailto:craig@craigguillot.com)  
Phone: 504-738-0341  
Twitter: nolaonthecheap

## Missouri

### Kansas City

Blog Title: Kansas City on the Cheap  
URL: <http://kansascityonthecheap.com>  
Contact: Mary Theobald  
Email: [maryt@kansascityonthecheap.com](mailto:maryt@kansascityonthecheap.com)  
Phone: 816-331-2189

## New Mexico

### Albuquerque

Blog Title: Albuquerque on the Cheap  
URL: <http://abqonthecheap.com>  
Contact: Elizabeth Hanes  
Email: [beth@santafeonthecheap.com](mailto:beth@santafeonthecheap.com)  
Phone: 505-205-0253  
Twitter: ABQCheap

### Santa Fe

Blog Title: Santa Fe on the Cheap  
URL: <http://santafeonthecheap.com>  
Contact: Elizabeth Hanes  
Email: [beth@santafeonthecheap.com](mailto:beth@santafeonthecheap.com)  
Phone: 505-205-0253  
Twitter: SantaFeCheap

## **Napa**

Blog Title: Napa On The Cheap  
URL: <http://www.napaonthecheap.com>  
Contact: Kathy Summers  
Email: [napaonthecheap@gmail.com](mailto:napaonthecheap@gmail.com)  
Twitter: bayareacheap

## **San Francisco**

Blog Title: Bay Area On The Cheap  
URL: <http://www.bayareaonthecheap.com>  
Contact: Kathy Summers  
Email: [bayareaonthecheap@gmail.com](mailto:bayareaonthecheap@gmail.com)  
Twitter: bayareacheap

## **Sonoma**

Blog Title: Sonoma County on the Cheap  
URL: <http://www.sonomaonthecheap.com>  
Contact: Lisa Mann  
Email: [lisa@sonomaonthecheap.com](mailto:lisa@sonomaonthecheap.com)  
Phone: 707-794-8536  
Twitter: lisaandersomann

## **Colorado**

### **Boulder**

Blog Title: Mile High on the Cheap  
URL: <http://www.milehighonthecheap.com>  
Contact: Laura Daily or Claire Walter  
Email: [info@milehighonthecheap.com](mailto:info@milehighonthecheap.com)  
Phone: 303-360-9476 or 303-442-7709  
Twitter: @clairewalter

### **Colorado Springs (Winter '10)**

Blog Title: Colorado Springs on the Cheap  
URL: <http://coloradospringsonthecheap.com>  
Contact: Elizabeth Hanes  
Email: [beth@coloradospringsonthecheap.com](mailto:beth@coloradospringsonthecheap.com)  
Phone: 505-205-0253  
Twitter: COScheap

## **Taos**

Blog Title: Taos on the Cheap  
URL: <http://www.TaosOnTheCheap.com>  
Contact: Tania Casselle  
Email: [Tania@WriteOnDeadline.com](mailto:Tania@WriteOnDeadline.com)  
Twitter: TaosCheap

## **New York**

### **New York City**

Blog Title: The Big Apple on the Cheap  
URL: <http://thebigappleonthecheap.com>  
Contact: Evelyn Kanter  
Email: [evelyn@thebigappleonthecheap.com](mailto:evelyn@thebigappleonthecheap.com)

## **North Carolina**

### **Charlotte**

Blog Title: Charlotte On The Cheap  
URL: [www.charlotteonthecheap.com](http://www.charlotteonthecheap.com)  
Contact: Jody Mace  
Email: [cheapskate@charlotteonthecheap.com](mailto:cheapskate@charlotteonthecheap.com)  
Phone: 704-494-4130  
Twitter: cltcheap

### **Western N.C.**

Blog Title: WNC On The Cheap  
URL: <http://www.wnconthecheap.com>  
Contact: Marla Milling  
Email: [info@wnconthecheap.com](mailto:info@wnconthecheap.com)  
Twitter: wnccheap

### **Wilmington**

Blog Title: Wilmington On The Cheap  
URL: <http://wilmingtonnconthecheap.com>  
Contact: Elizabeth Humphrey  
Email: [wilmingtonnotc@gmail.com](mailto:wilmingtonnotc@gmail.com)

## **Ohio**

### **Cincinnati**

Blog Title: Cincinnati on the Cheap  
URL: <http://www.cincinnatiionthecheap.com>  
Contact: Angie Black  
Email: [info@cincinnatiionthecheap.com](mailto:info@cincinnatiionthecheap.com)

## Denver

Blog Title: Mile High on the Cheap  
URL: <http://www.milehighonthecheap.com>  
Contact: Laura Daily or Claire Walter  
Email: [info@milehighonthecheap.com](mailto:info@milehighonthecheap.com)  
Phone: 303-360-9476 or 303-442-7709  
Twitter: @clairewalter

## Northern Colorado

Blog Title: Northern Colorado on the Cheap  
URL: <http://nocoonthecheap.com>  
Contact: Sarah Mendez  
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## Connecticut

### Greenwich

Blog Title: Greenwich on the Cheap  
URL: <http://greenwichonthecheap.com>  
Contact: Malerie Yolen-Cohen  
Email: [gapcohen@aol.com](mailto:gapcohen@aol.com)

### Stamford

Blog Title: Stamford on the Cheap  
URL: <http://stamfordonthecheap.com>  
Contact: Malerie Yolen-Cohen  
Email: [gapcohen@aol.com](mailto:gapcohen@aol.com)

## Florida

### Florida

Blog Title: Florida on the Cheap  
URL: [www.floridaonthecheap.com](http://www.floridaonthecheap.com)  
Contact: Teresa Mears  
Email: [info@floridaonthecheap.com](mailto:info@floridaonthecheap.com)  
Phone: 305-758-0309  
Twitter: miamicheap

### Florida Keys

Blog Title: Florida Keys on the Cheap  
URL: <http://floridakeysonthecheap.com>  
Contact: Teresa Mears  
Email: [info@floridakeysonthecheap.com](mailto:info@floridakeysonthecheap.com)  
Phone: 305-758-0309  
Twitter: miamicheap

## Columbus

Blog Title: Columbus on the Cheap  
URL: <http://www.columbusonthecheap.com>  
Contact: Valerie Cannell  
Email: [volleyjoy1@gmail.com](mailto:volleyjoy1@gmail.com)  
Phone: 330-565-2237

## Tennessee

### Memphis

Blog Title: Memphis on the Cheap  
URL: <http://memphisonthecheap.com>  
Contact: Angie Black  
Email: [info@memphisonthecheap.com](mailto:info@memphisonthecheap.com)

### Nashville

Blog Title: Nashville on the Cheap  
URL: <http://nashvilleonthecheap.com>  
Contact: Angie Black  
Email: [info@nashvilleonthecheap.com](mailto:info@nashvilleonthecheap.com)

## Texas

### Fort Worth

Blog Title: Fort Worth on the Cheap  
URL: <http://www.fortworthonthecheap.com>  
Contact: Jennifer Acosta Scott  
Email: [fw@fortworthonthecheap.com](mailto:fw@fortworthonthecheap.com)  
Twitter: fwcheap

### Houston

Blog Title: Houston on the Cheap  
URL: <http://www.houstononthecheap.com>  
Contact: Vicki Powers  
Email: [houstononthecheap@gmail.com](mailto:houstononthecheap@gmail.com)  
Phone: 281-460-5909  
Twitter: houcheap

## Virginia

### Richmond

Blog Title: Richmond on the Cheap  
URL: <http://www.richmondonthecheap.com>  
Contact: Kristen King  
Email: [advertising@richmondonthecheap.com](mailto:advertising@richmondonthecheap.com)  
Phone: 540-220-2184  
Twitter: cheaprichmond

## **Fort Lauderdale**

Blog Title: Fort Lauderdale on the Cheap  
URL: [www.fortlauderdaleonthecheap.com](http://www.fortlauderdaleonthecheap.com)  
Contact: Teresa Mears  
Email: [info@fortlauderdaleonthecheap.com](mailto:info@fortlauderdaleonthecheap.com)  
Phone: 305-758-0309  
Twitter: miamicheap

## **Gainesville**

Blog Title: Gainesville on the Cheap  
URL: <http://gainesvilleonthecheap.com>  
Contact: Trish Riley  
Email: [gainesvilleonthecheap@gmail.com](mailto:gainesvilleonthecheap@gmail.com)  
Twitter: GvilleCheap

## **Miami**

Blog Title: Miami FL on the Cheap  
URL: <http://www.miamiflonthecheap.com>  
Contact: Teresa Mears  
Email: [miami27@miamiflonthecheap.com](mailto:miami27@miamiflonthecheap.com)  
Phone: 305-758-0309  
Twitter: miamicheap

## **Palm Beach**

Blog Title: Palm Beach on the Cheap  
URL: <http://palmbeachonthecheap.com>  
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Email: [info@palmbeachonthecheap.com](mailto:info@palmbeachonthecheap.com)  
Phone: 305-758-0309  
Twitter: miamicheap

## **Tampa Bay**

Blog Title: Tampa Bay on the Cheap  
URL: <http://tampabayonthecheap.com>  
Contact: Steve Morrill  
Email: [Steve@TampaBayOnTheCheap.com](mailto:Steve@TampaBayOnTheCheap.com)

## **Washington**

### **Seattle**

Blog Title: Greater Seattle on the Cheap  
URL: <http://www.greaterseattleonthecheap.com/>  
Contact: Carole Cancler  
Email: [carole@greaterseattleonthecheap.com](mailto:carole@greaterseattleonthecheap.com)

### **West Virginia (Winter '10)**

Blog Title: West Virginia on the Cheap  
URL: <http://www.wvonthecheap.com>  
Contact: Dale Leatherman  
Email: [oxleyone@yahoo.com](mailto:oxleyone@yahoo.com)

## **Wisconsin**

### **Madison**

Blog Title: Madison on the Cheap  
URL: <http://madisononthecheap.com>  
Contact: Nadine Goff  
Email: [nadinegoff@gmail.com](mailto:nadinegoff@gmail.com)