









HOME

RETIREMENT PLANNING

PERSONAL FINANCE

SUCCESS STRATEGIES

2024 Eggstack Media Kit

Eggstack News, founded by Mike Ballew in January of 2018, has over 225 articles about retirement planning, personal finance, and success strategies. New articles are always being added, typically on a weekly basis. Eggstack News articles have been featured in Simple Money Magazine, Optimal Finance Daily, and DebtConsolidationCare.com. Mr. Ballew has thousands of engaged followers on social media where he posts new article notifications. In addition to being an author, Mr. Ballew is a member of the Financial Planning Association, an engineer, and a software developer.

Egastack News Stats

Eggstack readers are smart and focused on retirement planning and personal finance.

|2K+

Average number of monthly pageviews

Average number of unique monthly visitors

ADVERTISING OPPORTUNITIES

If you believe your product or service would be a good fit for Eggstack News, consider advertising with us! Approved advertisers reach a targeted audience focused on retirement planning and personal finance. There is no commitment beyond 30 days. Advertising may be cancelled at any time.

Please email blog@eggstack.com to check availability.



EVERY ARTICLE IN-CONTENT DISPLAY ADS

Your ad appears throughout Eggstack News in all new and previously-posted articles. Your ad appears continuously (is not rotated offsite or replaced by other ads). Both a 728x90 leaderboard ad and a 300x250 rectangle ad is required. The 728x90 ad is displayed on large screens (1,200 pixels and wider), the 300x250 ad is displayed on small screens (less than 1,200 pixels wide). For billing purposes, this is considered a single ad (you will not be billed for two ads).

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728x90

Buyers with pre-approved financing have a leg up on those who don't. Think of it from the seller's perspective Accepting an offer is like being married to the buyer for the time it takes to close the deal. It's a wain-and-sea game that sales he home off the market and can end with the buyer falling to sell their home or secure financing. Sellers prefer to hitch their nagons to buyers who are able to prove they can afford a home versus

2. Get Pre-Approved

DESKTOP

MOBILE





EVERY ARTICLE CONCLUSION

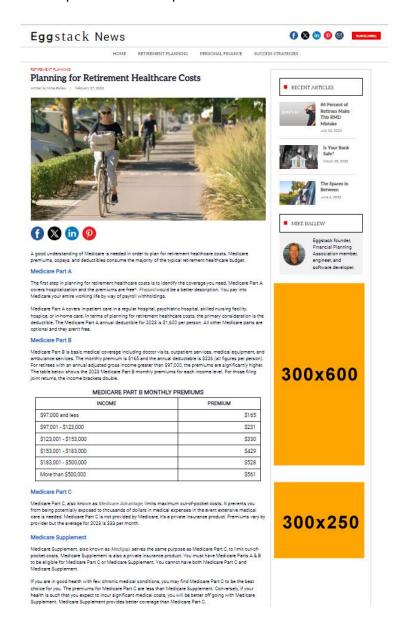
Your ad appears throughout Eggstack News at the conclusion of all new and previously-posted articles. Your ad appears continuously (is not rotated offsite or replaced by other ads). A 300x250 rectangle ad is required. Ad position relative to adjacent ads is automatically rotated so that all ads have equal time in the first position (left-to-right on large screens, top-to-bottom on small screens).





EVERY ARTICLE DESKTOP AD GALLERY

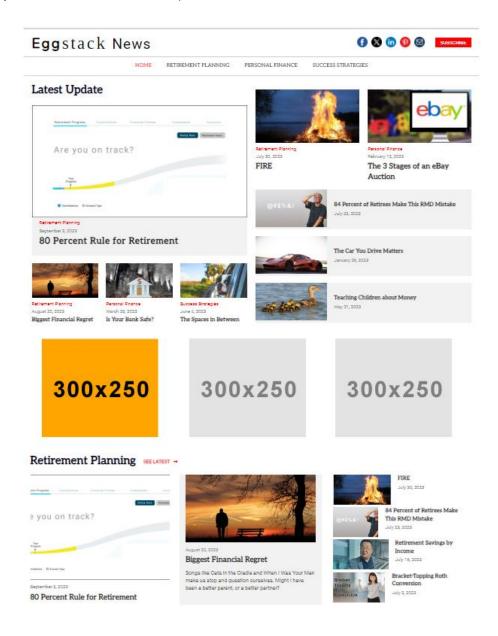
Your ad appears throughout Eggstack News on all new and previously-posted articles displayed on large screens (1,200 pixels and wider). Approximately 50% of all Eggstack users access Eggstack via desktop computers. Your ad appears continuously (is not rotated offsite or replaced by other ads). A 300x600 half page ad or a 300x250 rectangle ad is required. Ad position relative to other gallery ads automatically rotates so that all ads have equal time at the top.





HOME PAGE

Your ad appears on the Home Page between category segments. Your ad appears continuously (is not rotated offsite or replaced by other ads). A 300x250 rectangle ad is required. Ad position relative to adjacent ads automatically rotates so that all ads have equal time in the first position (left-to-right on large screens, top-to-bottom on small screens).





Ad Details

Ad Specs:

- Image in .jpg or .png format, 72 DPI.
- Animated GIF in .gif format, 15 seconds max animation length, looped, 500kb max file size.
- Video in .mp4 format or YouTube link.

Available Sizes:

- Leaderboard 728 x 90 pixels.
- Half-page 300 x 600 pixels.
- Rectangle 300 x 250 pixels.

Ad Pricing

Your ad appears continuously and is never rotated offsite. Advertising on Eggstack News is modestly priced yet reaches thousands of engaged users each month. Eggstack readership has increased every year since its inception.

Every Article In-Content Display Ads: \$150 per month

Every Article Conclusion: \$100 per month

Every Article Desktop Ad Gallery: \$75 per month

Home Page: \$75 per month

Please email blog@eggstack.com to check availability.



Advertising Terms and Conditions

INTRODUCTION

By advertising on Eggstack News, you agree to these terms and conditions, defined as everything in this PDF document. These terms and conditions are designed to protect both your interests and those of Eggstack News.

DEFINITIONS

Publisher is defined as Eggstack News.

Advertiser is defined as you, the entity or person or company that advertises on Eggstack News.

EGGSTACK News

Eggstack News is owned and operated by Eggstack LLC, a Florida Limited Liability Company.

ADVERTISING TERMS

Advertising on Eggstack News is on a month-to-month basis. Payment is due in advance in the form of a Stripe invoice sent from the publisher to the advertiser's email address. Stripe invoices may be paid by credit card.

TERMINATION

Advertising may be cancelled at any time by either the publisher or the advertiser. In the event the publisher chooses to terminate, the publisher will notify the advertiser via the email address on file. In the event the advertiser chooses to terminate, the advertiser will notify the publisher via email to blog@eggstack.com. Unless directed otherwise, cancelled ads will continue to run on Eggstack News until 30 days after the final payment.

COMPLETE AGREEMENT

These terms and conditions constitute the complete agreement between the publisher and advertiser.

SEVERABILITY

If any provision of these terms and conditions are held to be unenforceable, that shall not affect the enforceability of the remaining provisions.

CHOICE OF LAW AND VENUE

You consent to the jurisdiction of the courts of Florida and subject yourself to Florida law regarding any disputes, disagreements, or other legal matters that may arise from advertising on Eggstack News.

