

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.

Eggstack News Stats

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

14K+

Average number of monthly
pageviews

12K+

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.



Ad Placement

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).

DESKTOP

The desktop layout features the Eggstack News logo at the top left, navigation links for HOME, RETIREMENT PLANNING, PERSONAL FINANCE, and SUCCESS STRATEGIES, and social media icons with a SUBSCRIBE button. The main article is titled "5 Tips for Buying a Home in a Competitive Market" by Mike Ballew, dated February 13, 2022. It includes a large image of a house and a 728x90 ad placeholder. The article text discusses the challenges of buying in a red-hot market and provides tips such as becoming an expert, studying maps, and learning about financial aspects. A sidebar on the right lists recent articles and a bio for Mike Ballew.

MOBILE

The mobile layout shows the Eggstack News logo and a brief introductory paragraph. A large 300x250 ad placeholder is prominently displayed. Below it, the article title "2. Get Pre-Approved" is visible, along with a short paragraph of text.



Ad Placement

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).

Eggstack News

Not only are you doomed to financial ruin, it also hurts those around you. Your loved ones feel alienated when you care more about what strangers think than your own family.

Don't concern yourself with what other people think. Most people are too focused on themselves to notice you anyway. Focus on your loved ones and show them they matter most.

Bonus

If those 10 important life lessons weren't enough, here's one more.

When I was young, it seemed like life was an endless expanse of time. Being so immense as it was, things never felt very important because there was so much more to come.

We are always taking things in and only time will tell what is worth remembering and what is not. Nothing in life should be approached with anything less than our best.



Life is not an endless expanse of time. There are not an endless number of important moments. Be present in every moment and know that any one of them can become important, something that you and everyone around you will always remember.

Photo credit: Pixabay


The Eggstack Blog will never post an article influenced by an outside company or advertiser. There are no external affiliate links on the Eggstack Blog. Our mission is to help you overcome uncertainty about retirement planning and inspire confidence in your financial future.

You might be interested in


- Retirement Savings by Income
- The 3 Stages of an eBay Auction
- Teaching Children about Money
- Bracket-Topping Roth Conversion
- The Car You Drive Matters




YOU MAY ALSO LIKE



10 Retirement Planning Basics
June 14, 2023



What is Venmo and How Does it Work?
December 4, 2023



Live a Little
January 1, 2023



Ad Placement

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.


Eggstack News

HOME RETIREMENT PLANNING PERSONAL FINANCE SUCCESS STRATEGIES

RETIREMENT PLANNING

Planning for Retirement Healthcare Costs

written by Mike Ballew | February 27, 2022



A good understanding of Medicare is needed in order to plan for retirement healthcare costs. Medicare premiums, copays, and deductibles consume the majority of the typical retirement healthcare budget.

Medicare Part A

The first step in planning for retirement healthcare costs is to identify the coverage you need. Medicare Part A covers hospitalization and the premiums are free. Physical would be a better description. You pay into Medicare your entire working life by way of payroll withholdings.

Medicare Part A covers in-patient care in a regular hospital, psychiatric hospital, skilled nursing facility, hospice, or in-home care. In terms of planning for retirement healthcare costs, the primary consideration is the deductible. The Medicare Part A annual deductible for 2022 is \$1,600 per person. All other Medicare parts are optional and they aren't free.

Medicare Part B

Medicare Part B is basic medical coverage including doctor visits, outpatient services, medical equipment, and ambulance services. The monthly premium is \$165 and the annual deductible is \$226 (all figures per person). For retirees with an annual adjusted gross income greater than \$97,000, the premiums are significantly higher. The table below shows the 2022 Medicare Part B monthly premiums for each income level. For those filing joint returns, the income brackets double.

MEDICARE PART B MONTHLY PREMIUMS	
INCOME	PREMIUM
\$97,000 and less	\$165
\$97,001 - \$123,000	\$231
\$123,001 - \$153,000	\$330
\$153,001 - \$183,000	\$429
\$183,001 - \$500,000	\$528
More than \$500,000	\$561

Medicare Part C

Medicare Part C, also known as Medicare Advantage, limits maximum out-of-pocket costs. It prevents you from being potentially exposed to thousands of dollars in medical expenses in the event extensive medical care is needed. Medicare Part C is not provided by Medicare, it's a private insurance product. Premiums vary by provider but the average for 2022 is \$88 per month.

Medicare Supplement

Medicare Supplement, also known as Medigap, serves the same purpose as Medicare Part C, to limit out-of-pocket costs. Medicare Supplement is also a private insurance product. You must have Medicare Parts A & B to be eligible for Medicare Part C or Medicare Supplement. You cannot have both Medicare Part C and Medicare Supplement.

If you are in good health with few chronic medical conditions, you may find Medicare Part C to be the best choice for you. The premiums for Medicare Part C are less than Medicare Supplement. Conversely, if your health is such that you expect to incur significant medical costs, you will be better off going with Medicare Supplement. Medicare Supplement provides better coverage than Medicare Part C.

RECENT ARTICLES

- 84 Percent of Retirees Make This RMD Mistake
July 28, 2022
- Is Your Bank Safe?
March 26, 2022
- The Spaces in Between
June 4, 2022

MIKE BALLEW

Eggstack founder, Financial Planning Association member, engineer, and software developer.

300x600

300x250



Ad Placement

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).

The screenshot displays the Eggstack News homepage layout. At the top is the site logo and navigation menu. Below is a 'Latest Update' section featuring a large article '80 Percent Rule for Retirement' and several smaller article thumbnails. Three 300x250 ad placeholders are shown in the middle section. The bottom section is a 'Retirement Planning' category segment, also containing article thumbnails and ad placeholders.



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.

