



Advertising and Sponsorship Guide

revised date 9/18/2006

Thank you for considering advertising with the Best of History Websites!

Why Advertise with Best of History Websites?

The Best of History Websites(BOHWS) is the leading search directory for history websites on the internet. We have an attractive, up to date site with the current information that students, teachers and professors regularly use to do homework, write lesson plans, and conduct research.

BOHWS occupies attractive real estate in Google searches- it is the first option for the search “history websites” and is amongst the top six sites for the search “history.”

Site Statistics		Academic Year 2005-6
Unique Visitors	avg. per month	>95,800
	increase from 2004-05	>18%
New Visitors	avg. per month	>84,000
Page Views	avg. per month	>177,750
	increase from 2004-5	>12.5%

Summary of Advertising and Sponsorship Options

Best of History Websites offers three simple options for advertising on our site. We offer exposure to our hundred of thousands of guests at low rates with simple pricing. We are willing to negotiate pricing options on packages and purchases. Please contact us at BestHistoryAds@gmail.com

Navigation Bar Sponsorship: The Navigation Bar is the backbone of the site and appears on every page. Your organization can sponsor BOHWS and receive a link on every page to our sponsorship page.

Banner Ads: Currently, each BOHWS page has a Google-ad banner just above the fold. Space is available on any page to replace this banner with your own custom banner.

Lesson Plan Sidebar Ads: The right hand sidebar of the Lesson Plans page has additional room for featured advertisers.

For all three options, you can purchase space for 6 months or 12 months, with one month free for those who purchase space for the year.



Advertising and Sponsorship Guide

Navigation Bar Sponsorship

Best of History Websites current has space for four sponsors on our website.

Each sponsor will receive a link on our navigation bar to a special sponsorship page, and each sponsor will be able to describe their website or service on the main body of our sponsorship page.

The navigation bar appears on every Best of History Website page, so this is an excellent opportunity for maximum exposure on our site.

Navigation Bar Sponsorship - \$500/month (6 month plan \$3000, 12 month plan \$5500)

Text and Image Guidelines

All text and images are subject to editorial approval. Images must meet our standards of professionalism and quality. We discourage the use of “attention-grabbing” colors or animations, objectionable images, and misleading images (like buttons or entry boxes), and audio enable images are prohibited.

We accept images in static GIF, animated GIF (subject to approval) or JPG.

Navigation Bar Logo- 200 X 60 pixels- < 7000kb

Sponsorship Page- 468 X 300



Advertising and Sponsorship Guide

Banner Ads Options:

Advertising Categories: Best of History Websites has space for Banner Advertisements above the fold on all of our webpages. These spaces are currently occupied by Google Ad bars, and banner ads will replace the Google Ads on that space in the page.

Our goal at BOHWS is to make buying and selling advertisement on our site very simple (we're historians, not marketers). To simplify our pricing, we have broken the various pages on BOHWS into four categories based on the popularity and revenue potential of each page. This chart summarizes our four categories of webpages available for your organization's banner ad. Each Banner Ad can be purchased for 6 months or 12 months. More details are available below.

Category	Content	*Per Month/6 Month/1 Year
Home Page	BOHWS Homepage	\$500/\$3000/\$5500
Platinum Pages	Our three most popular pages	\$250/\$1500/\$2750
Gold Pages	Landing Pages for our Categories US History Sub-pages	\$100/\$600/\$110
Silver Pages	All other pages on Best of History Websites	\$50/\$300/\$550

*Minimum contract is for 6 months

Text and Image Guidelines

All text and images are subject to editorial approval. Images must meet our standards of professionalism and quality. We discourage the use of "attention-grabbing" colors or animations, objectionable images, and misleading images (like buttons or entry boxes), and audio enable images are prohibited.

We accept images in static GIF, animated GIF (subject to approval) or JPG.
Banner Ad- 468 X 60 pixels- < 10kb

Learn More About Our Pages

To learn more about our four categories of pages, please read the descriptions below. Also, you can look up visitor and page visit information from our Web-Stat server at :
<http://www.web-stat.com/stats/thomasd.htm>



Advertising and Sponsorship Guide

Home Page - \$500/month (6 month plan \$3000, 12 month plan \$5500)

Your banner ad will appear on our Home Page, which received on average over 35,000 impressions per month last year. We expect that number to continue to grow this year.

Platinum Pages- \$250/month (6 month plan \$1500, 12 month plan \$2750)

These three landing pages are our most visited pages.

World War II (Best Month: >28,000 impressions) Reach a niche audience of military enthusiasts as well as teachers and students <http://www.besthistorysites.net/WWII.shtml>

Lesson Plans (Best Month: >11,000 impressions) Advertise directly to teachers and professors looking for lesson plan materials <http://www.besthistorysites.net/LessonPlans.shtml>

American History (Best Month: >12,000 impressions) Our most popular page for students and teachers of U.S. History. <http://www.besthistorysites.net/USHistory.shtml>

Gold Pages- \$100/month (6 month plan \$600, 12 month plan \$1100)

Landing Pages- Each of these pages helps a guest begin their search of a particular topic.

- Prehistory- <http://www.besthistorysites.net/PreHistory.shtml>
- Ancient/Biblical History- <http://www.besthistorysites.net/AncientBiblical.shtml>
- Medieval History- <http://www.besthistorysites.net/Medieval.shtml>
- Early Modern Europe- <http://www.besthistorysites.net/EarlyModernEurope.shtml>
- Modern History- <http://www.besthistorysites.net/20thCentury.shtml>
- History Today- <http://www.besthistorysites.net/HistoryToday.shtml>
- Art History- <http://www.besthistorysites.net/ArtHistory.shtml>
- Oral History- <http://www.besthistorysites.net/OralHistory.shtml>
- General Resources- <http://www.besthistorysites.net/GeneralResources.shtml>
- Maps- <http://www.besthistorysites.net/Maps.shtml>
- Games and Animation- AVAILABLE SOON!
- Research- <http://www.besthistorysites.net/Research.shtml>



Advertising and Sponsorship Guide

American History Pages- Each of these pages contains links and annotations to the best websites about U.S. History

- Native American- http://www.besthistorysites.net/USHistory_NativeAmerican.shtml
- African-American- http://www.besthistorysites.net/USHistory_AfricanAmerican.shtml
- Women- http://www.besthistorysites.net/USHistory_Women.shtml
- Government- http://www.besthistorysites.net/USHistory_Government.shtml
- Immigration- http://www.besthistorysites.net/USHistory_Immigration.shtml
- General Resources- http://www.besthistorysites.net/USHistory_GeneralResources.shtml
- Pre-Colonial- http://www.besthistorysites.net/USHistory_PreColonial.shtml
- Colonial- http://www.besthistorysites.net/USHistory_Colonial.shtml
- Independence- http://www.besthistorysites.net/USHistory_Independence.shtml
- Constitution- http://www.besthistorysites.net/USHistory_Constitution.shtml
- Early Republic- http://www.besthistorysites.net/USHistory_EarlyRepublic.shtml
- South and Slavery- http://www.besthistorysites.net/USHistory_SouthSlavery.shtml
- Civil War- http://www.besthistorysites.net/USHistory_CivilWar.shtml
- Reconstruction- http://www.besthistorysites.net/USHistory_Reconstruction.shtml
- Gilded Age- http://www.besthistorysites.net/USHistory_GildedAge.shtml
- Westward Expansion- http://www.besthistorysites.net/USHistory_WestwardExpansion.shtml
- Early imperialism- http://www.besthistorysites.net/USHistory_EarlyImperialism.shtml
- Progressivism- http://www.besthistorysites.net/USHistory_Progressivism.shtml
- WWI- http://www.besthistorysites.net/USHistory_WWI.shtml
- Roaring '20s- http://www.besthistorysites.net/USHistory_Roaring20s.shtml
- Great Depression- http://www.besthistorysites.net/USHistory_GreatDepression.shtml
- Civil Rights- http://www.besthistorysites.net/USHistory_CivilRights.shtml
- Cold War Era- http://www.besthistorysites.net/USHistory_ColdWarEra.shtml
- Post Cold War- http://www.besthistorysites.net/USHistory_PostColdWar.shtml

Silver Pages- \$50/month (6 month plan \$300, 12 month plan \$550)

Your banner ad can be placed any of the dozens of other pages on the Best of History Websites.



Advertising and Sponsorship Guide

Lesson Plan Sidebar

Our page dedicated to Lesson Plans has additional room on the right side bar for pages featuring lesson plans. Visit <http://www.besthistorysites.net/LessonPlans.shtml> to see the space.

Text and Image Guidelines

All text and images are subject to editorial approval. Images must meet our standards of professionalism and quality. We discourage the use of “attention-grabbing” colors or animations, objectionable images, and misleading images (like buttons or entry boxes), and audio enable images are prohibited.

We accept images in static GIF, animated GIF (subject to approval) or JPG.
Column Ad- 140 X 180 pixels- < 10kb

Contact Us:

Thank you for your interest in advertising on the Best of History Website
Please email us at Besthistoryads@gmail.com to request more information or to place an order. We look forward to speaking with you further.