

Sponsored “Theme” Posts

ABQ on the Cheap does not accept gratuities or “pay for placement” editorial (advertorial). However, we do allow paid sponsorship of themed posts, such as our popular “Food Freebies and Deals” posts each Friday. These posts are longer than typical posts and generally consist of a roundup of several items that fit the theme.

Terms:

Businesses directly involved in providing services within a theme's category are ineligible for sponsorship. For example, an individual restaurant may not sponsor the Friday “Food Freebies and Deals.” However, a restaurant association or general deals site which sometimes offers restaurant deals may be considered, and sponsorship by a business in a completely unrelated industry will be accepted.

(Restaurants may instead sponsor a non-food related theme post. Contact the publisher for forthcoming opportunities, which may include themed round-ups such as travel and lodging deals/free things to do in Albuquerque at the weekend/free kids’ activities etc.)

Sponsor advertising is provided in the form of an in-post text ad, thanking the sponsor for helping to bring this theme post to readers, followed by ad copy specified by the sponsor, limited to 75 words with 2 links.

The remainder of the themed post editorial content is created by *ABQ on the Cheap*, at our sole discretion, with no approval rights to the sponsor.

Contact tania@abqonthecheap.com to initiate sponsorship of a themed post. Sponsorship slots are allocated on a first-come, first-served basis.

These sponsored editorial posts are guaranteed to remain on the site for as long as *ABQ on the Cheap* is owned by the current publisher. Visitors exploring the archives/arriving via search engine continue to view those posts long after the initial posting date.

Rates:

\$75 per sponsored themed post. Bulk discounts are available if you wish to sponsor two or more posts within a month, or sponsor one theme post per month for a minimum three months.

Package discounts are also available if you wish to combine themed post sponsorship with banner advertising. (Banner ad info at: <http://tinyurl.com/adsabqcheap>)

Please specify your banner ad/themed post combo requirements when contacting tania@abqonthecheap.com for a price quote.