

ButeauFull Chaos 2014 MEDIA KIT

Buteau Full Chaos

The Beautiful Buteau Family's Journey through the Chaos!



Why ButeauFull Chaos?

If you are looking to extend your reach, gain new followers and customers or to connect with Moms across the web, [ButeauFull Chaos](http://ButeauFullChaos.com) is a great choice! I offer advertising, sponsored posts and blogger conference sponsorship opportunities that will get you noticed!

I am currently seeking sponsorship for iRetreat 2014 at Hershey Lodge. As a speaker, my conference pass is already taken care of. Sponsorship will help me get there (and put a pillow under my head). In return, I'll help you make some connections and get noticed by other moms with great social reach and influence. They might become your customers- or your biggest fans! iRetreat is *the* retreat for online influencers! The conference will facilitate open conversation in order to form mutually beneficial relationships between brands and the bloggers helping to promote them. I'd love to be your brand ambassador at the retreat!

As a rising family life blogger, I believe that attending blogging conferences will help me to take my blog to the next level and amplify the message of ButeauFull Chaos and the brands and organizations that I partner with. Additionally, partnering with me to get your word out on my blog and through my social connections is beneficial in three ways; my audience gets great information, I get traffic and you get recognition. Winx3!

About ButeauFull Chaos

Erica Buteau is head chef at Chateau Buteau where she cooks for three great kids and one hunk of a man, also known there as babe, mom and sometimes referee. She is the author of *Moms at Home: A Collection of Recipes* and *Moms at Home: Holiday Traditions*. Additionally, Erica is an Associate Professor of Technology at a Community College and also does freelance writing, blogging and is heavily involved in Social Media and Online Marketing, PR and Marketing Measurement and Communications Research.



ButeauFull Chaos focuses on product reviews, parenting, being a mom, empowering women, children's issues (including Autism, ADHD and Learning Disabilities), family travel and recipes.

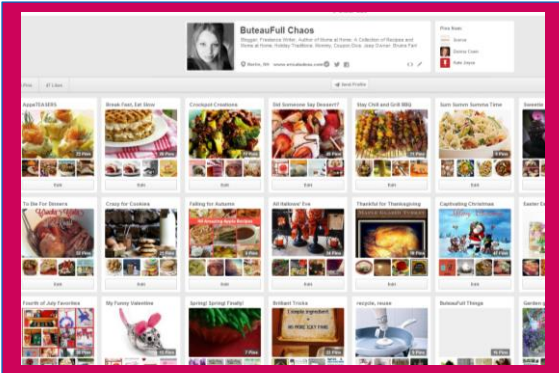
I have been [featured](#) on MomItForward, BBC News and Sverve's Influencer of the Week.

I often participate in Mom It Forward's Girls Night Out Twitter parties as a Panelist and my family service project for #GivingTuesday was featured multiple times on Mom It Forward. I network with a number of excellent bloggers often interested in sharing my posts and participating in blogger events with me.

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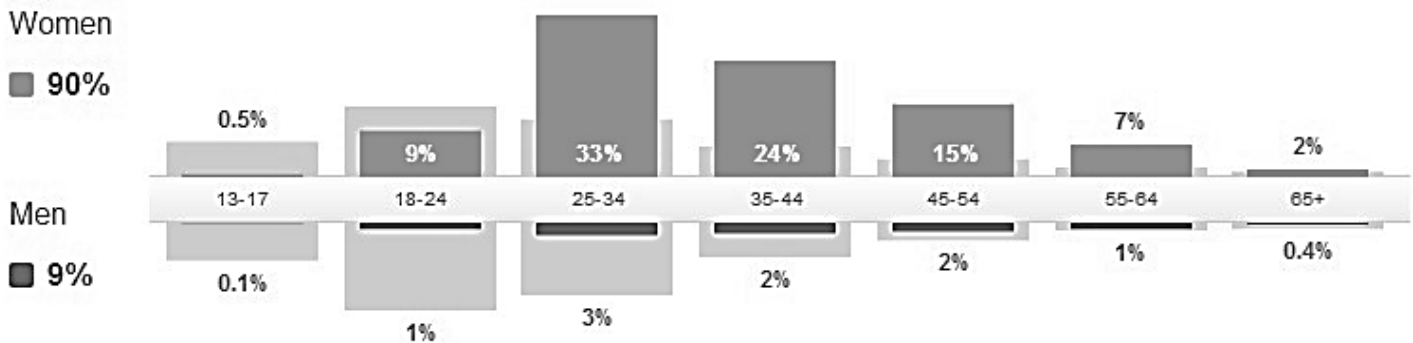


Reach & Influence

ButeauFull Chaos readers are an engaged audience coming to ButeauFull Chaos for parenting tips, recipes, product reviews and overall recommendations about products, places and services.

My readers are a lot like me! Moms looking to live life to the fullest, try new products, raise happy, healthy kids and have fun doing it!

Audience Demographics:



Stats for EricaButeau.com:

Avg. Unique Monthly Visitors: 7,000+

Avg. Monthly Pageviews: 12,000+

[Twitter](#) Followers: 3,799+

[Facebook](#) Fans: 2,500+

Instagram Followers: 300+

[Pinterest](#) Followers: 1,410+

[LinkedIn](#) Connections: 189+

[Google+](#) Followers: 350+

Google Page Rank: PR 3

Alexa: 259,956 Global / 95,597 US, 197 backlinks



AS SEEN ON:



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Sponsorship Opportunities

I AM SPEAKING AT #RETREAT2014 (JUNE, 2014) AND ALSO LOOKING TO ATTEND #BLOGGYCON14 (SEPTEMBER, 2014).
I AM CURRENTLY ACCEPTING SPONSORSHIPS FOR ONE OR BOTH CONFERENCES OR ONE OF YOUR CHOICE.

PLATINUM SPONSOR - \$1,000+ (one opportunity per conference available)

1. Exclusive Leaderboard or 300x250 ad above the fold on ButeauFull Chaos during the month of the event, and for an additional month following the event. An additional One year of advertising on my blog in the sidebar (250x250).
2. Representation of your brand at private parties during the conference.
3. One blog post per month for 12 months. Post will feature your brand/latest products, deals and/or specials. Included in the post will be any links back to your site.
4. One recap post to be published LIVE during the event with a mention of your brand, plus logo and link.
5. MINIMUM 10 LIVE Tweets & 5 FB Shares mentioning your brand during the week of the event.
6. Additional Tweets and Shares included as posts or recaps are published.
7. I am happy to wear your brand logo in the form of clothing and/or stickers. At #iRetreat2014 I am able to include your logo in my speaking presentation.

PREMIER SPONSOR - \$500+ (up to two opportunities per conference available)

1. Three months of advertising on my blog. Banner size and placement of your choice.
2. One blog post per month for three months. Post will feature your brand/latest products, deals and/or specials. Included in the post will be any links back to your site.
3. I can wear clothing with your logo/brand and/or display your logo on stickers and within my presentation if I am speaking.
4. Social shares (you may choose content) weekly during prime times for three months.

CONTRIBUTING SPONSOR - \$250+ (up to three opportunities per conference available)

1. Three months of advertising on my blog. Banner size and placement of your choice.
2. One blog post per month for three months. Post will feature your brand/latest products, deals and/or specials. Included in the post will be any links back to your site.
3. I will display your logo on stickers and within my presentation if I am speaking.
4. Social shares (you may choose content) weekly during prime times for three months.

Please inquire about additional opportunities. Sponsorships cover travel and accommodations as well as conference tickets with the exception of #iRetreat for which I will be receiving a speaker's pass.

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Advertising Options

SPONSORED BLOG POSTS - \$70-\$150 (MUST be family friendly)

- I am happy to write a post that is relevant to my audience about your products and services. The cost is estimated based on subject matter, post length, and the number of outbound links.
- Placement of Do Follow links is only available to extremely reputable websites.
- All sponsored posts are promoted for a minimum of 30 days through my social networks.
- Small mentions in social media or as anchor text within a blog post (one link to a trusted site) can be done for \$30 as long as the site is relative to a topic that I might already be blogging about.

PRODUCT REVIEWS & GIVEAWAYS – FULL SIZE PRODUCT and Optional Giveaway Product

- Product reviews will only be done when a full-size sample is provided. I reserve the right to set a minimum product value. My time is valuable!
- I kindly request a second sample to provide as a giveaway to my readers. However, a giveaway is not required though I find it does increase your products' overall reach. If giveaway winners do not receive their prize within the terms stated I reserve the right to invoice you the cost of the prize so that I may attempt to accommodate my winner.
- Samples will not be returned. I am not responsible for shipping costs for myself or giveaways.
- I always provide an honest review. If I am unable to provide a positive review I will email you stating as such and you may opt out of having the post published at that time.
- All product reviews will be promoted on blog and across all of my social networks. Giveaways will further be listed on multiple giveaway sites increasing traffic and views

BANNER ADS - \$20-50 per month depending on size and terms

- I happily accept advertising on my site if it fits my overall theme, speaks to my audience and is visually appealing.
- I reserve the right to refuse any ad based on content of the ad or the product or site being promoted.
- Ad rates are \$20-35 per month for 125 x125 banners , \$25-\$50 a month for a leaderboard advertisement (728 x 90), \$25-50 month for 160 x 600 banners, and \$25-50 a month for 300 x 250 banners.
- Long-term and prepayment affect ad costs in your favor.
- No refunds on ads.