

Advertising Packet

October 2010

Our Market:

The Our Stories Literary journal is a one of a kind literary journal on the web. For every short story submission that we receive we provide a customized review of that short story. For six months out of the year we provide these reviews for free. We are the founders of the Best Emerging Writer Award and the Richard Bausch Short Fiction prize. We also have one-on-one workshops with writers who are looking for the workshop experience of an MFA classroom without the noise of untrained eyes on their work.

Because of our unique business model our visitors have a higher rate of return than other literary journals. We don't just publish the five best short stories that we receive every quarter, we publish the five best short stories *and* we begin a conversation with hundreds of other writers every quarter. This is unique and it means that when a writer becomes involved with Our Stories they're making an informed and critical decision in the field of writing. It is not unlikely to have writers contribute to every quarter of the year and to all of our contests. Unlike other literary journals we foster this relationship and every single person who submits a short story automatically becomes touched by the Our Stories experience.

Why Our Stories?

The decision to advertise with a magazine is a tough one in today's market. You have to know the longevity of the company and whether they have been successful for starters. We've been around since 2005 when founder, Alexis E Santi was still in graduate school doing his MFA at George Mason. We're a forward thinking company with an open management structure—that means if something is not working at Our Stories we change it immediately and put the hours into making those changes.

We have successfully run international contests that have had thousands of entrants and been running dozens of innovative and paradigm shifting one-on-one Creative Writing Workshops that revolutionize the online market for workshops.

Yet, if this is not enough let's talk numbers. We receive almost 100,000 hits a month on the Our Stories site and have almost 5,000 unique visitors. Here are the stats from a recent report we collected.

Last 7 Days:	
Visitors:	1,940
Unique visitors:	1,173
Page views:	4,894
Total hits:	23,177
Total bandwidth:	1,003 MB
11/2008	

***These statistics are from our host godaddy.com*

We want to make you money and with over a million hits a year an advertisement on our website is going to impact your bottom line.

With almost 100,000 hits a month that puts our traffic at over 1.2 million hits a year. And with over 5,000 unique visitors a month we have a robust and loyal group of visitors.

Your advertisements will appear on over 100 pages of our website and our site is growing every day.

If you'd like additional material regarding site statistics there is a traffic report found online—and if you need more updated numbers, don't hesitate to write us.

Cost:

We have a variety of banner types (*please note these are not actual sizes*) that we can accommodate on our website and a variety of different pricing plans. The standard 1-month fee for our ads is as follows:

1 month - \$20	T a w e r A d	1 month - \$15
<p style="text-align: center; margin: 0;">Title Goes Here</p> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="background-color: red; color: white; padding: 10px; margin-right: 10px; text-align: center; font-weight: bold;">IMAGE</div> <div style="font-size: 0.8em;"> <p>Description of your ad: The winner of either of our contests wins \$400 and 3-5 runners up have their submission fees returned. Yet, unlike every other contest out there with Our Stories everyone wins.</p> </div> </div> <p style="text-align: center; margin-top: 10px; font-weight: bold;">4.6 X 2.6</p>		
1 month - \$10	1.6 X 8.32	
<p style="font-size: 1.5em; font-family: cursive; margin: 0;">Footer Ad</p> <p style="font-size: 1.2em; margin: 0;">10 X 1.25</p>		

Special Rates:

When reserving any ad for six months, pay half price for the last two months month. A All return customers receive discounts for their advertising plans.

Placement:

We place advertisements on a first come first served basis. We have the technology to rotate ads so that equal placement is guaranteed. The following images on the next page show you exactly where your ads will be placed.

Quality Design Without Lifting a finger:

If you are in need of design assistance for your ad we can help. The designers of the Our Stories site can assist your development of ads on an hourly rate. Simply send us the images you'd like to use, your ideas for colors and a description of your ad and we will send you a price quote to design your advertisement.

Examples of placement

(Please note these are not actual sizes of advertisements)



Title Goes Here

DESCRIPTION of your ad. The winner of either of our contests wins \$400 and 3-6 months up here their submission time extended. Yet, unlike every other contest out there with Our Stories everyone wins.

IMAGE

4.6 X 2.6

Introduction to Beware the Moon
Alexis E Santi, Editor-in-Chief



Tatjana Miloradovic-Lindes

Tatjana Miloradovic-Lindes is from Serbia and has been living in the U.S. and writing in English for the past ten years. This is her first published short story. She worked as the associate editor of Media & Methods and What's New magazines for four years and continues to work in publishing. She lives in center-city Philadelphia with her husband Michael.

There's never a dull moment running *Our Stories*. In the midst of reading over 130 stories I stumbled across this short story, well I should say, a *version* of this short story. I started reading it and slowly fell in love with it. I saw flaws in it but on the whole it had moments of grace that I couldn't ignore. When I saw the name of the author I was crestfallen. Tatjana had signed up for a workshop with Josh Campbell and as an unwritten rule we don't publish short stories from those who take our workshops. It just ain't good business. Yet, with this story, I saw something beautiful in it that made me believe it was one of *Our Stories*. I contacted Josh and I asked him to work through a few drafts with her and get it ready for publication. Within 4 days something remarkable happened. This story is at the heart of what *Our Stories* is about—a story that isn't quite ready is given the chance to achieve its greatness. We say maybe and leave it up to the author. Tatjana has agreed to let us showcase her story here and more than that she has allowed our readers to see the process in which it emerged. Click here to see a draft of the story and what our comments looked like. This is what Workshops @ *Our Stories* is all about. What emerged is simply a graceful piece rife with beauty. Yet, what I am absolutely certain of is that Tatjana lifted this piece up with Josh Campbell's help and through the process of revision it has attained its proper shape. Hat's off to writer and instructor here and without further ado....

Beware the Moon

by

Tatjana Miloradovic-Lindes

THE SCALPEL IN THE ORANGE LIGHT POURING IN THROUGH THE WINDOW OF THE OPERATION ROOM, LIKE A BROKEN-OFF GOLDEN WING. A beautiful Cypriot woman was lying on the table in front of him with an IV needle inserted into her arm, her eyes half-closed in a grey shadow. The woman was young, twenty-two.

When he stopped by her room earlier that morning, she was braiding her charcoal hair. A sheaf of light was cutting her face into two, the dark forehead, and the bright nose and dimpled chin.

"Will I die?" the girl asked and looked at him with quiet blue eyes.

"People don't die just like that," he said walking towards the window. He glanced at the mimosa trees blooming underneath and knocked at the windowpane twice, then turned around and looked back at the girl. Her elongated dark fingers were folding and unfolding with an unusual speed. In that moment, the fact that she had a small tumor on her liver sounded like a lie to him.

"Last night was the night of a full moon. My grandmother always tells me, 'Beware of a full moon.'" That's what the girl said before he walked out of the room. The ring of her voice followed him as he rushed down the fluorescent-lit hallway.

THE NIGHT BEFORE, WHEN HE OPENED THE HEAVY BLACK DOOR OF HIS HOUSE, HIS WIFE GREETED HIM

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A
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1.6
X
8.32

Footer Ad
10 X 1.25

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Deadlines

We like to work on a two-month delivery system, which means if you want your ad to appear say in December; we're going to need to start getting things set up in October. However, we can work around your schedule!! If you have a contest coming up in the next month and want to get your advertisements up we will make every effort to ensure that your investment makes the maximum impact. *Hey, it's the web—we can be flexible!*

Month Ad Appears	Reserve by	Copy Due	Publication
January	November 15	December 15	January 1
February	December 15	January 15	February 1
March	January 15	February 15	March 1
April	February 15	March 15	April 1
May	March 15	April 15	May 1
June	April 15	May 15	June 1

July	May 15	June 15	July 1
August	June 15	July 15	August 1
September	July 15	August 15	September 1
October	August 15	September 15	October 1
November	September 15	October 15	November 1
December	October 15	November 15	December 1

Process:

If you're interested in advertising with Our Stories contact Alexis E Santi at alexis@ourstories.us if you have any questions.

Then...

After you've decided on a budget for your marketing plan pay through Paypal. If you're in need of a customized plan we will prepare an invoice for you through Paypal.

Then...

Send us your artwork to the proper scales and at 300 dpi. We can provide a price quote to suit your needs and will work with you to make sure that your ad campaign works best for you.

Then... wait for your advertisement to appear on our pages and the traffic to roll in.