

Greater *Good* Network™



Media Kit

GreaterGood Network

We are a family of online activism sites that harness the power of the Internet to help people, animals, and the environment.



Sites Overview

We bring together communities that care, giving them the power to make a difference in the world with simple, everyday actions.

TheHungerSite.com™ 

Giving food for people
in need around the world

TheAnimalRescueSite.com® 

Funding food and care
for rescued animals

TheBreastCancerSite.com™ 

Funding mammograms
for women in need

TheRainforestSite.com™ 

Funding preservation
of endangered habitat

TheChildHealthSite.com™ 

Funding health services
for children in need

TheLiteracySite.com™ 

Funding free books
for underprivileged children

Greater Good Network™
GreaterGood.com

How Our Sites Work

5,200,000 unique visitors view our network every month.

Source: Nielsen/NetRatings

Click to Give **FREE** Food & Care!

1. You click daily.
2. Sponsors pay for food & care.
3. Shop our store and give more.



Click Here to Give –
it's **FREE!**

100% of sponsor money goes to charity.

Thank You – your click has been counted!

Today, you have given the value of .6 bowls of food to rescued animals.

The ads below make The Animal Rescue Site possible.



100% of fees from site sponsorships helps animals in shelters.

Greater *Good* Network™
GreaterGood.com

Our Audience

The GreaterGood Network delivers high-value customers who are engaged, cause-focused, and willing and able to donate.

Site Demographic:

- **Income**
 - \$25K–\$50K **30%**
 - \$50K–\$75K **22%**
 - \$75K+ **40%**
- **Age**
 - 34–65 **65%**
 - 55+ **31%**
- **Gender**
 - Female **81%**
- **Education**
 - High school **25%**
 - College graduate **36%**
 - Post-graduate **16%**
 - Some college/vocational **45%**

Source: Nielsen/NetRatings



Ad Opportunities

Banner ads

- High-profile placements on high-traffic sites
- IAB standards

Sponsorship opportunities

- Prominent branding play tied directly to specific causes
- Integrated content

Petition-based name acquisition/Take Action Center

- Great list-building tool for non-profits
- Perfect target audience, who are proactive supporters of causes

Banner Advertising

300x250

120x60

120x600

468x60

Banner Advertising

CPC

- Low-cost, high-volume traffic driver
- Great for testing
- 100% goes to charity

CPM

- Larger ads
- High visibility
- Greater sales conversion

Formats accepted include Flash, IAB standard sizes, and third-party serving.

Premier Sponsor Placements

468x60

88x31

120x60

300x250

Premier Sponsor Placements

- Strongest branding opportunity
- Direct integration with site causes
- Up to half of placement cost goes to charity
- Five fixed placements
 - (2) 88x31
 - (1) 468x60
 - (1) 300x250
 - (1) 120x60

Petition-Based Name Acquisition/ Take Action Center

Hunger Breast Cancer Child Health Literacy Rainforest Animal Rescue

the hunger site
10th Anniversary

Free Ways to Help
Sign a Petition
Send an E-card
Sign Up & Give More
Remember to Click
Link to Us

Our Store Helps More
Fair Trade
Jewelry
Clothing & Accessories
Garden and Backyard
Gifts That Give More™
Special Values
Sale

About This Site
Results
Charitable Partners

Take Action Today!
Be Informed. Take Action. Tell a Friend.

Campaigns that may interest you

Learn Without Fear - The Global Campaign to End Violence in Schools
Sponsored by: Plan USA
Urge the United Nations to encourage every country to take action so that every child has the right to learn without fear. **Take action!**
Goal: 3,000 • Progress: 976

Thank UN Peacekeepers
Sponsored by: Better World Campaign
Thank UN peacekeepers for making our world a safer place. **Take action!**
Goal: 3,000 • Progress: 487

Help Improve Healthcare in Developing Nations
Sponsored by: CHMB
Help us provide life-saving medical supplies to those in need around the globe. **Take action!**
Goal: 3,000 • Progress: 1,445

Help End the Global Food Crisis
Sponsored by: The Hunger Site
Support an inalienable right to food -- it's time to change the way we look at food production and distribution. **Take action!**
Goal: 10,000 • Progress: 3,635

Support H.R. 1410: Newborn, Child, and Mother Survival Act of 2009
Sponsored by: The Child Health Site
Urge our leaders to make saving mothers' and children's lives around the globe a priority for U.S. foreign aid. **Take action!**
Goal: 10,000 • Progress: 2,156

Free Journalists Laura Ling and Euna Lee
Sponsored by: The Literacy Site

\$3.95
STANDARD U.S. SHIPPING
EVERY DAY!
Shop & Give More!

Handmade Glass Peace Sign Necklaces
New!

Recycled Sari Wraparound Skirt
Back by popular demand!

New! Batik Rainbow Peace Prayer Flags

Salvadoran Nativity Christmas in July Special \$12

Search Our Store

Recycled Green-in-the-Dark LED Solar Garden Stake

Teacher Resources

Our Story

Meet Our Mission

Our Store

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World Hunger

Hunger in the U.S.

Save Duffin

Crisis in Burma

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Learn Without Fear - The Global Campaign to End Violence in Schools
Ask the United Nations to end violence in schools around the globe

Sponsored by: Plan USA

No child should be afraid to attend school because of the threat of sexual abuse, corporal punishment, or bullying. **But every year 350 million children face violence in schools - and with devastating effects.**

Please help us achieve violence-free schools by urging the United Nations to encourage every country to take immediate action so that every child has the right to learn without fear. **Sign the petition below and tell a friend.**

Goal: 3,000 • Progress: 987

Sign Here

E-mail *

First Name *

Last Name *

Do not display my name.

Please send me updates from Plan USA.
 Receive The Hunger Site's free weekly e-newsletter.

Continue

Please review our Privacy Policy

* Required

I believe that every child has the right to attend school without the fear of violence. But right now children around the world face sexual abuse, corporal punishment, and bullying in their schools each day. We must put a stop to this cycle of violence against children and make schools safe places where they can learn without fear.

I urge the United Nations to help end all forms of violence in schools by encouraging every country to:

- Work with non-governmental organizations and governments to establish data-collection systems so we can better understand the severity of violence in schools;
- Work with teachers and education authorities to develop and implement plans of action for achieving violence-free schools; and
- Establish a procedure for children to report violent incidents.

Please declare that the United Nations supports the right of every child to attend school without the fear of violence.

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Stores

Petition-Based Name Acquisition/ Take Action Center

- Build your list with targeted petition campaigns
- Pay only for unique, high-quality names (CPA/CPL)
- Confirmed opt-in process
- High donor conversion
- Risk-free trial of 1,000 names

Rates

CPC/CPM Ads	Homepage Above the fold	Homepage Below the fold	Thank You page Above the fold	Thank You page Below the fold
468x60	\$4 CPM	\$3 CPM	\$4 CPM	\$3 CPM
120x600 160x600	\$6 CPM	\$4 CPM	\$6 CPM	\$4 CPM
300x250	n/a	\$4 CPM	n/a	\$4 CPM
120x60	n/a	n/a	\$0.35 CPC	n/a

Cost-per-click

30,000 clicks @ 25¢/click = \$7,500

20,000 clicks @ 30¢/click = \$6,000

10,000 clicks @ 35¢/click = \$3,500

\$500 is the minimum purchase @ 35¢ per click, takes 4 to 6 days to deliver

Name Acquisition

\$2.00 CPA – up to 20,000 names

\$1.75 CPA – 20,000–30,000 names

\$1.50 CPA – 30,000 names and above

First name, last name, e-mail

GreaterGood Network Non-Profit Partners



Why Advertisers Should Partner with the GreaterGood Network

- Low-cost advertising
- High click-through rates
- New customer acquisition
- A substantial portion of ad revenue goes to charity
- *Don't be surprised when you receive thank-you emails from our clickers! :)*

Our Impact

The GreaterGood Network has given more than \$20 million to non-profit charities around the world since 1999.

Last year, visitor clicks and store purchases funded:

- **66,235,889 cups of food** for the hungry
- **3,315 mammograms** for women in need
- **489,367 books** for children in need
- **67,054,500 bowls of food** for rescued animals
- **Vital health care services for 782,630 children** around the world
- **Preservation of 517,475,013 square feet** of rainforest
- **Support for many other programs worldwide**

Our Impact

“Thanks so much for all the great work that you do. It is truly impressive and making a huge impact on so many lives.”

Dr. Michael Rich, Partners in Health, Rwanda Country Director

“Our warmest thanks for your rapid response and deep concern for the current plight of the people of Burma ... It truly makes a difference. Thanks.”

Hal Nathan, President, Foundation for the People of Burma

“Thousands of women’s lives have been saved as a result of GreaterGood’s relationship with NBCF. Thank you!”

Janelle Hail, President, National Breast Cancer Foundation

Thank You!

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