

## **About Home Rejuvenation**

Home Rejuvenation is a niche blog dedicated to bringing its audience the latest in home design trends and news, with a special focus on reviewing interior design products and projects originating from Asia. The designers who write on the blog also regularly offer professional home decor advice to the community of discerning readers.

The blog, owned by Singapore-based interior design firm KNQ Associates, draws more than 40,000 unique visitors and 60,000 pageviews monthly (according to Statcounter), with figures currently on the uptrend.

## **The Sponsorship Program**

The creative people behind Home Rejuvenation maintain a high standard of the blog content being put out, and are keen to support all sponsors in bringing their marketing and branding messages across to the readers effectively (and stylishly). All rates stated for banner spots and text links are for a 7 day (1 week) duration to offer sponsors absolute flexibility in their marketing strategies:

1. Premium 160 x 55 banner spots prominently positioned on the right sidebar costs US\$12 each.
2. Text links costs US\$7 each. These are line(s) of text positioned below the last banner spot. The maximum number of lines allowed for each link is 2.

## **Becoming a Sponsor**

Becoming a sponsor is easy. To place a banner spot or text link on Home Rejuvenation, please kindly email us at [enquiry@kngassociates.com](mailto:enquiry@kngassociates.com) stating the type and duration of ad you wish to buy. We will revert back to you on the availability of spots and guide you to make payment online to us through Paypal (at [www.paypal.com](http://www.paypal.com)).

PayPal is one of the safer, easier ways to pay and get paid online. A subsidiary of eBay, the site allows anyone to pay in any way they prefer, including through credit cards, bank accounts, buyer credit or account balances, without sharing financial information. If you do not currently have a Paypal account, we suggest you sign up for one.

Once we receive your payment, we will request from you the jpeg or gif image (if it is a banner spot; less than 20kb file size) or the copy (if it is a text link), and inform you about the starting date for the ad campaign.