

Heather Mann

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I'm the owner and founder of **DollarStoreCrafts.com**, a large daily blog devoted to hip craft projects at dollar store prices. I'm the **mother of three little boys**, and am a frequent user of social media outlets to interact with my fans. I'm a **trusted source of inspiration** for over 100,000 readers a month. I love to share cheap hacks for hip crafts, crafting and decorating shortcuts, frugal shopping tips, and crafty inspiration

My top three craft tools are: sewing machine, hot glue gun, and googly eyes.

During my years of craft blogging, I've discovered that I am most excited by the sheer joy of creating. For me, it's most fulfilling to share free craft tutorials and links to projects I like. I am excited by interacting with other crafty moms, mentoring craft bloggers, and creating opportunities for crafters and the companies who want to connect with them.

I want to help you reach my audience of creative women!

dollar store crafts

DollarStoreCrafts.com is the premier online destination for all things frugal and crafty. Every day, we post cool craft project ideas or tutorials that can be made with supplies from the dollar store.

Social media promotions I can provide

Blog article featuring your product, including the following types of articles:

- Review of your products
- Giveaway of your product (creates excitement, awareness)
- A custom craft tutorial featuring your product
- A roundup including your product or craft ideas using your product

Viral Marketing featuring your product, including the following types of promotions:

- Twitter mentions of your product (including your hashtag and/or Twitter handle)
- Facebook mentions on my fan page (including tagging your FB fan page)
- Personal video log mentioning your product

Networking with other influential craft bloggers

- I am well-known in craft blogging circles and have personal connections with dozens of the most influential craft bloggers
- I have connections with the largest craft websites and online media outlets
- I can arrange a social media campaign with multiple sites

online reach

US Website Rank: 22,629 (Alexa)
Technorati Rank: 1809
Top Home & Arts Blogs

**248,000 unique visits/
618,000 pageviews in
January 2011**

RSS Feed: 4,400 subscribers
Facebook: 9,000 fans
Twitter: 3,200 followers
Newsletter: 3,300 subscribers
YouTube 300 subscribers to our new channel. Videos embedded on DollarStoreCrafts.com site weekly

demographics

Female **78%**

Ages **18-34** (36%)
35-49 (35%)
50+ (22%)

Has Children **45%**

Affluent **\$30-60k** (32%)
\$60-100k (35%)
\$100k+ (23%)

Education

College (47%)
Grad. Sch. (19%)

Sponsorship Opportunities:

Site: DollarStoreCrafts.com

\$1000 Campaign

Sponsor will receive:

Ad: 300x250 ad on DollarStoreCrafts sidebar for 1 week

Twitter: 4 Tweets on Twitter with custom hashtag, e.g. #yourcompanyrocks

Facebook: Mention on Facebook group (will tag your FB fan page)

Sponsored Post: Dedicated written blog article based on your media campaign and product

Giveaway: Giveaway of your product on DollarStoreCrafts.com if applicable

\$500 Campaign

Sponsor will receive:

Ad: 125x125 ad on DollarStoreCrafts sidebar for 1 week

Twitter: 1 tweet on Twitter

Facebook: Mention on Facebook group

Sponsored Post: Will mention your product within an article on DollarStoreCrafts.com

Newsletter: Sponsor ad in weekly e-newsletter for 1 week

\$250 Campaign

Sponsor will receive:

Ad: 125x125 ad on DollarStoreCrafts sidebar for 1 week

Twitter: 1 Tweet on Twitter

Facebook: Mention on Facebook group

YouTube: Thank you mention on YouTube video

A La Carte Services (can be added to campaign)

Twitter: 10 additional tweets from Dollar Media Twitter handles \$200

Additional Blog Posts: \$250 each

Video: Vlog (Video blog--1 video): \$250

Blogging Campaign:

I can arrange sponsored posts by many other highly-read craft/creative blogs:

\$500 per each additional blogger's post

My goal is to help your business! My readers are highly interested in crafting, and want to hear about your product. I have put together some possible sponsorship perks here, but **if you have something else in mind or want to discuss other options, please let me know.**

Return on Investment:

I want you to feel like your sponsorship dollars were well spent. After the event, I will provide documentation of everything I did to help you promote. Documentation includes trackable URLs (via bit.ly), screenshots, and direct web addresses to any custom-created posted content such as videos, review posts, etc.

DollarMedia Network Social Media Info:

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dollarstoremom

CRAFT FAIL

crafterminds

Web Addresses

<http://dollarstorecrafts.com>
<http://decorhacks.com>
<http://dollarstoremom.com>
<http://craftfail.com>
<http://crafterminds.com>

Twitter

@dollarcraft
@decorhacks
@dollarstoremom
@craftfail
@crafterminds

Facebook

<http://facebook.com/dollarstorecrafts>
<http://facebook.com/decorhacks>
<http://facebook.com/dollarstoremom>
<http://facebook.com/craftfail>
<http://facebook.com/crafterminds>