



SFI-00001



Treehugger Sponsorship Matrix



	\$25K	\$50K	\$100K
Content production	0	4 Articles 1 Video 1 Infographic	10 Articles 2 Videos 1 Infographic
Distribution of sponsored content <i>Your content published to treehugger.com and promoted on TH.com and via social media.</i>	6 pieces	12 pieces	Up to 24 pieces
Dedicated promotional spaces <i>Based on % of total promotional spaces available site-wide (estimated 350 million impressions).</i>	2%	4%	10%
Social media support	Included	Included	Included
Duration	3 months	6 months	1 year
Estimated value	\$35K	\$120K	\$350K

*Promotional units are premium sponsorship space on the Treehugger landing page.