



## Staci Salazar

Blogger | Brand Ambassador  
Lifestyle • Family • Reviews  
staci@7onashoestring.com

Staci is a Dallas, Texas Mom Blogger of 5 living the dream with her high school sweetheart from home! As a Blogger, Vlogger and Brand Ambassador, her blog is filled with lifestyle content as it relates to her large family. Together with her husband, Days of a Domestic Dad, Staci enjoys travel, cars and doing life with their family.

## STATS :: JAN 2018

- ❖ 24,887 Facebook fans
- ❖ 48,360 Instagram followers
- ❖ 36,909 Twitter followers
- ❖ 17,668 Pinterest followers
- ❖ 14,578 Google+ circles
- ❖ 31,898 Unique Visitors
- ❖ 45,113 Page Views
- ❖ Google Page Rank 4
- ❖ 3,149 YouTube fans
- ❖ Klout Score 72



## BRAND RELATIONSHIPS :: REVIEWS & AMBASSADORSHIPS

- |                 |                   |                    |                      |
|-----------------|-------------------|--------------------|----------------------|
| ❖ Toyota        | ❖ P&G             | ❖ Unilever         | ❖ Disney             |
| ❖ Walmart       | ❖ AT&T            | ❖ Olay             | ❖ At Home Stores     |
| ❖ Verizon       | ❖ CityPass        | ❖ Container Store  | ❖ Nebraska Furniture |
| ❖ Tillamook     | ❖ Ford            | ❖ Nokia            | ❖ Take Me Fishing    |
| ❖ Schwinn       | ❖ CVS             | ❖ Springfree       | ❖ YouTube Kids       |
| ❖ Vanity Fair   | ❖ Carnival Cruise | ❖ Cricket Wireless | ❖ Osh Kosh B' Gosh   |
| ❖ Lexus         | ❖ Microsoft       | ❖ Target           | ❖ Country Outfitter  |
| ❖ Coca-Cola     | ❖ Wayfair         | ❖ Acer             | ❖ Mattel             |
| ❖ Sony          | ❖ Pier 1          | ❖ Dove             | ❖ Leap Frog          |
| ❖ Best Buy      | ❖ Gymboree        | ❖ Samsung          | ❖ Invisalign         |
| ❖ Niagara Water | ❖ Scotts          | ❖ Capital One      | ❖ Holiday Inn        |



## DEMOGRAPHICS



- ❖ Age: 24-35 years old
- ❖ Income: \$50,000 to \$85,000
- ❖ Marital Status: Married
- ❖ Children: 2+ children
- ❖ Educational Background: Some College
- ❖ Employment: FT outside home

## ADVERTISING

- ❖ no refunds
- ❖ advertisements must be family-friendly
- ❖ no landing pages to porn sites
- ❖ all users must land on the same page
- ❖ ads must be grammatically correct
- ❖ ads cannot offend based on race, gender, sexual preference, disability
- ❖ no spam ads
- ❖ All ads must reflect the values of Our Family Lifestyle
- ❖ I reserve the right to refuse any ad based on content of the ad or the product or site being promoted
- ❖ Payments are accepted via PayPal {staci@7onashoestring.com}

## RATES

### Sponsored Post

- ❖ 300+ words: starting at \$800 based on campaign requirements

### Ambassadorship

- ❖ Price dependent on length of contract, exclusivity, terms

### Agent Contact:

- ❖ JPM Branding + Consulting
- ❖ Julie McMinn  
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