

Online Media Catalog



Join Our Community:

HireMeAspen.com



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Contact: Connie Hammond. Email: advertise@sharingprofiles.com. Phone: 888-799-4473 (HIRE). HireMeAspen.com is a Sharing Profiles, LLC website.



About Us

We're all about the locals.

Locally-owned and officially launched on August 1, 2010, HireMeAspen.com is an online service directory that connects hirers with local workers, independent contractors and businesses in the Roaring Fork Valley. With over [200 specific jobs](#) to choose from, local workers can post a profile that matches their specific skill set while local hirers can find the right worker for the job. Additionally, local businesses can promote their services on the website via our [Partner Program](#), business profiles and/or targeted display advertising.

Hirers can peruse hundreds of local worker profiles which appear in nine main job categories, and hiring a worker is free. Workers can post their profile in up to 15 different job categories (since everyone has more than one skill to promote), and posting one's profile only costs \$5 per month. Businesses can support our hard working locals while advertising their services via our [Partner Program](#); the silver partner level is free.

We understand the issues hard-working locals face when trying to live and work in this beautiful valley. That's why we created this easy to use and practical website as a means to help those workers, independent contractors and small businesses promote their services throughout the Roaring Fork Valley.

We help them find work so they no longer have to "just get by," but instead, thrive!

We empower our website visitors by delivering fresh, quality content that includes, but is not limited to, our exclusive database of profiled workers. We encourage repeat visits via our user-friendly design, state-of-the-art technology, and ever-evolving and expanding content such as new subscribers, revolving profile and partner spotlights, and current job postings. We promote the website throughout the valley in a multitude of ways: local print, radio and TV advertising; email marketing; social media exposure; sweepstakes and contests; flyers and banners; sponsorships and underwriting opportunities; and lots of grassroots, gorilla marketing efforts.

Everywhere we go, we talk it up!

Our highly interactive and easy to use website attracts a wide audience both near and far. We incorporate the latest tools and functionality to ensure that connections are made, workers are hired, needs are met and advertisers are satisfied. Our audience continues to expand by leaps and bounds as word of the website spreads and the HireMeAspen community grows.

In the short time since our launch, we have been growing at a rapid pace...and we have the locals to thank for that!

Demographics

HireMeAspen.com enjoys hosting one of the most diverse communities of local workers in the area: workers ranging from Home Repair and Entertainment to Professional Services and Instructors. As a result, subscribers of HireMeAspen are some of the hardest-working and passionate people in the valley. We cater to a wide-range of hirers, both inside and outside the valley. They include HR departments in large corporations, small business owners, hotel/hospitality employers, property managers, event planners/local events, first or second homeowners, and any local or visitor who needs a service fulfilled.

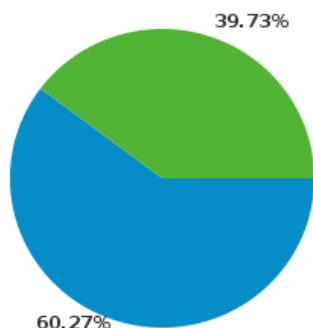
Our site attracts a wide demographic: man/woman, young/old, rich/poor, hard-working laborers/laid-back creative types, PhDs/trade school, individual/team-player, corporate business executives/sole practitioners. Whatever their niche, users fit in and get their needs met. No matter whom you wish to target, HireMeAspen helps you get exposed to the right audience.

Without a doubt, the one unifying characteristic which users and visitors alike possess is their undying passion and love for the Roaring Fork Valley and their unwavering desire to live here.

Statistics: YTD (since 8/17/10)

HireMeAspen officially launched in August 1, 2010, and we're growing fast, more than doubling our numbers every month so far! Data for the first three months includes:

Website tracking began: 8/17/10.
Total Pageviews to date: 28,983
Average Pageviews per Visit: 8.86
Length of Visit in Minutes: 00:08:06
New Visits: 39.73%
Returning Visits: 60.27%



Social Media/Email Local Audience *(as of 10/31/10)*: 3574
(Facebook, Twitter, Blog, MeetUp, LinkedIn, MailChimp)

Our Vision for Advertisers

Our vision for our advertisers includes ensuring your ads are appropriately placed and affordably priced for your success. To create those desired results, we offer a variety of placement and pricing options outlined below.

Our goal is to offer a wide variety of advertising and sponsorship opportunities that will meet the diverse needs of the local business community, generating added exposure while exceed your expectations.

Some of these opportunities include:

1. Targeted ads placed throughout the HireMeAspen website.
2. Special mentions in email marketing, blogs and other social media exposure.
3. Sponsorship opportunities.
4. Recognition on our Preferred Partners and Sponsors Page.
5. Business Profiles – silver, gold and platinum options.
6. Value-added opportunities on other local partner websites, at significantly reduced rates, in consideration of your HireMeAspen relationship.

Finally, we offer a limited number of exclusive, premier advertising opportunities which are limited to one business, per industry, per annual commitment.

Please contact us for more information.

Ad Placement

As an advertiser on our website, you have a variety of placement and pricing options available. Our ads are limited to no more than five partners per ad rotation.

See Example mock up below which shows ad positioning for The Hive Landing Page, one of several pages open to advertising.

Ad Sizes

Leader Board: 750 x 100 pixels

Square: 230 x 230 pixels

Rectangle: 230 x 100 pixels

Footer Board: 750 x 100 pixels

AD LAYOUT / EXAMPLE: (Screenshot of The Hive's Landing Page)

The screenshot shows the landing page for 'The Hive' on HireMeAspen.com. The page layout includes a navigation bar at the top with links for HOME, PROFILES, FIND A WORKER, PARTNERS, THE HIVE, and a search bar. Below the navigation bar is a 'Leader Board' section. The main content area is divided into several columns and sections:

- Profile Spotlight:** Features a profile for Shannon Gray with a 3-star rating, a 'RECOMMEND ME' button, and details such as Current Residence (New Castle), Hometown (FL Myers, Florida), Age (30, Female), Work Experience (8 Years), Time in the Valley (Less Than 1 Year), and Education (Graduate Degree). A 'CONTACT ME' button is also present.
- Membership Message:** A text box encouraging users to complete their profiles.
- Partner Spotlight:** Features a profile for Grape Bar (in Hyatt Grand Aspen) with a 3-star rating, a 'RECOMMEND US' button, and details such as Location (Aspen), Days Open (Daily), Hours of Operation (3:00 - 11:00 pm), and Member Discount (2 for 1 house wine). A 'MORE INFO' button is also present.
- Biz Buzz:** A section for local business news.
- The Honeycomb:** A table of local discounts for worker bees.
- Latest Tweets:** A section for social media updates.
- The Resource Center:** A section for member resources.

Blue callout boxes are overlaid on the page to indicate ad sizes: 'Leader Board' at the top, 'Square' next to the Membership Message, 'Rectangle' next to the Honeycomb table, and 'Footer Board' at the bottom.

TYPE	COMPANY & DETAILS	DISCOUNT
Service	Share & Create Discount for your first website project or ad...	16%
Service	Aspen Deals To help you promote your services, we're pleas...	1st deal free
Restaurant	Shoreline's We're pleased to offer hotel/aspen members a 5%...	5%
Service	DL Sweet Flamingo We're happy to offer 10% off the full service a...	10%
Service	Orwell Construction, LLC We are pleased to offer 10% off any general con...	10%
Service	Aspen Ideal Scabbie Company We are pleased to offer hotel/aspen members a f...	free consult
Service	Altitude Body Performance We're pleased to offer hotel/aspen members 10% ...	10%

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Placement

When you become a partner, you will receive placement on all the pages listed below, where space is available (ie. the square and rectangle have limited page availability; the Leader Board and Footer Board ads are available on all pages below). There will be no more than five (5) ad partners at any given time included in the ad rotation.

[About Our Profiles: landing page](#) (Targets all users)

[Find a Worker: landing page](#) (Targets all users)

[The Hive: landing page](#) (Targets all users)

[Biz Buzz: landing page](#) (Targets all users – open to public)

[Subscriber: home page](#) (Targets all registered workers)

Note: example layout available upon request.

[The Honeycomb: landing page](#) (Targets all registered workers)

[About Our Partner Program: landing page](#) (Targets local businesses & Independent Contractors)

Pricing Options

Advertising is available to purchase on a quarterly, semi-annual, or annual basis and is limited to five (5) rotation partners per spot.

Ad Size	Timeframe	Pricing				Ad Rotation Per Partner
		Q1	Q2	Q3	Q4	
Header Board 750 x 100	Quarterly	\$600	\$600	\$600	\$600	20%
	Semi-Annual	\$1,080		\$1,080		
	Annual	\$2,040				
Footer Board 750 x 100	Quarterly	\$450	\$450	\$450	\$450	20%
	Semi-Annual	\$810		\$810		
	Annual	\$1,530				
Square 230 x 230	Quarterly	\$450	\$450	\$450	\$450	20%
	Semi-Annual	\$810		\$810		
	Annual	\$1,530				
Rectangle 230 x 100	Quarterly	\$300	\$300	\$300	\$300	20%
	Semi-Annual	\$540		\$540		
	Annual	\$1,020				

Special Mentions

Participate in our “special mentions” program to generate additional exposure. Do you need to target hirers, workers and local businesses in the valley? Or, are you only interested in reaching our database of workers (i.e. targeting a specific subgroup)? We offer a customized marketing solution comprised of special mentions in targeted emails and blog posts as well as social media exposure that will get you noticed.

Pricing for special mentions is customized for each advertiser, and it is based on the total number of mentions requested (limited opportunities), various placement options, desired timing, and overall “special mention” campaign objectives. Please contact us for more details.

Sponsorships

We have a variety of widgets, website pages, email campaigns and social media sites available for sponsorship on a quarterly basis. They are: [The Honeycomb](#), [Biz Buzz](#), [The Resource Center](#), [Facebook](#), [MeetUp](#), [Blog](#) and [Email Campaigns](#). Pricing is as follows.

[The Honeycomb](#) (available to subscribers only): \$250/quarter

[Biz Buzz](#) (open to public) \$500/quarter

[The Resource Center](#) (available to subscribers only): \$150/quarter – *coming soon!*

[Facebook](#) (open to public): \$175/quarter

[MeetUp](#) (open to public): \$125/quarter. MeetUp sponsorship includes recognition/links at MeetUp events, membership announcements & on the HireMeAspen MeetUp home page. We guarantee at least one MeetUp event each quarter.

[Blog](#) (open to public): \$250/quarter. Blog sponsorship includes recognition/links in both articles & on the HireMeAspen Blog home page. The majority of blog posts are distributed through multiple channels such as Aspen.com, social media sites, NetworkedBlogs, Yahoo Associated Content, etc.).

[Email Campaigns](#) (valley-wide distribution list), \$495/quarter (or \$33 per email). Email sponsorship includes a minimum of nine Profile Spotlights and three Partner Spotlights distributed each quarter to our growing list of local workers, hirers and businesses. Additionally, sponsors are highlighted in the members-only emails and updates which are distributed *at least* three times per quarter. You will also be recognized in the HireMeAspen slideshows embedded within Profile Spotlight emails.

All sponsors are recognized as such on our [Sponsors Page](#).

Recognition

If you are an advertiser and/or if you are a Gold Partner with a Business Profile, you will be recognized as one of our Preferred Partners for no additional charge on the [Preferred Partners Page](#).

Per the above section, all sponsors are recognized as such on our [Sponsors Page](#).

Business Profiles

Gold Partners receive a Business Profile when they subscribe as a Gold Partner. The fee is an annual upfront, one-time payment of \$480 (\$40/month) or the recurring monthly amount of \$50 (or \$600/year).

There are many other benefits for gold partners in addition to the exposure received via a Business Profile; one additional benefit worth noting is the ability for your business to be profiled on [Aspen.com](#), exposing your company to a much wider audience. Please visit our [Partner Program](#) for more information.

Value-Added Opportunities

HireMeAspen works with local affiliates such as [Aspen.com](#), [Qittle](#) (Aspen Deals), [Swap Aspen](#) and [GreenScene](#) (Eco-Publication). Because of our affiliation with these companies, we can offer reduced advertising costs on these sites and/or other marketing opportunities.

Please contact us for pricing information. We're adding new affiliates every day.

Contact Us

To advertise, please contact Connie Hammond:

By phone: 719-339-2392

By email: advertise@sharingprofiles.com

Thank you for considering advertising on [HireMeAspen.com](#).