

{mosimage} [Advertiser Log In](#)

Want to reach a prime demographic of savvy online shoppers? □ □

Say, women 18-54? □

Then a media buy at Soapdom.com makes dollars and sense for you!

At Soapdom.com you target your campaign to women 18-54 who have bought everything from computer hardware and software to travel, music, books, clothing, make-up, magazines, food, financial services and more from behind their computers with the convenience of point and click.

Soapdom.com offers a number of advertising opportunities including:

- *ROS and targeted banner rotation.
- *Dedicated sponsorship of specific content areas.
- *Promotional opportunities.

Here's what you need to know:

- *Soapdom's visitors are computer and internet savvy.
- *They are predominantly women 18-54.
- *They are educated professionals.
- *They are high school and college students.
- *They are stay-at-home, home managers.
- *They have discretionary income and they spend it online.
- *They crave major brands and services, as well as anything soap opera related.
- *But that's not all!

Soapdom.com's visitors are:

Female 92.3 %
Male 7.7%

Advertising

Written by
Monday, 24 April 2006 09:42

{mosimage}Students	54.4%
Business Professionals	30.3%
Mom/Home Managers	15.3%4

21.9 % spend up to one hour online a day.
60.8 % spend 2-4 hours online a day.
17.2% spend 5 or more hours online a day.

Soapdom.com's visitors are a prime target market:

11-17	27.4%
18-25	29.2%
26-39	22.2%
40-54	15.4%
54+	5.8%

(Source: Primary research, polling registered members.)

Soapdom Currently Accepts the Following Creatives

Banners

728x90
468x60
300x250

Skyscrappers

160x600
120x600

And various other mini banners and buttons along with text links and newsletter blurbs.

Other Specs

Advertising

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- Up to three loops
- Unlimited length of animation
- Maximum file size = 30 to 35k
- Rich Media accepted
- Rich Media lead time 48 hours
- Flash: all versions accepted
- Click tag code as follows: `on (release) {getURL(clickTag, "_blank");}`

Point Roll and Klipmart - Contact Us for Details

For Soapdom's Rate Card, sponsorship and promotional opportunities, additional demographics, banner sizes, formats and site statistics [Contact Us](#) .