



[advertise@mealshare.org](mailto:advertise@mealshare.org)

215.821.8295

media kit

# Who We Are

MealShare is a web application that makes it ridiculously easy for existing groups of friends to eat together more frequently.

The screenshot shows the MealShare website interface. At the top, it displays the user's name "Jason White" and a vegetable icon. Navigation buttons include "MY MEALSHARE HOME", "RECIPE BLOG", "MY CIRCLES", and "ALL DONE? LOG OUT". Below this, a message states: "Belong to more than one circle? See the meals of your other circles by activating them from the [my circles](#) page." Three buttons are shown: "HOST MEAL -earn credits-", "POTLUCK -no credits-", and "PRIVATE -no credits-". A table lists upcoming meals:

When	Meal	RSVP	Essentials
Oct 5th 6:30 pm	<a href="#">grilled chicken and asparagus w brownies ala mode</a> Seats available: 4	Oct 4th <a href="#">10:00 pm</a>	Spicy
Oct 12th 8:00 pm	<a href="#">Tex Mex Time</a>	Oct 9th <a href="#">2:00 pm</a>	
Oct 14th 7:15 pm	<a href="#">Caeser Soup and Salad</a> Seats available: 5	Oct 12th <a href="#">6:00 pm</a>	Spicy

At the bottom, there is a footer with links: "|Profile| |Host a meal| |F.A.Q.| |How it works| |Organization profile| |Contact us|". Below the links, it says: "MealShare is a division of Shared Meals LLC © MMX. All rights reserved." On the right side, there are three Google Ads: "Download tc-Server", "Dell Blade Servers", and "3PAR Storage Servers".

# User Demographics

- 55/45 Female/Male
- 21-34 Years Old
- City Dweller
- 85% College Educated
- 35% Masters or PhD.
- \$60k+ HHI
- Mean User logs in 2-3 times a week.
- 4.2 logged in page views per visit.

# Engaged User Base

- Our users log in for 2 reasons – create an upcoming meal for their friends, or RSVP to a meal.
- Highly effective marketing opportunities:
  - Food branding
  - Household and kitchen products
  - Products, services for social events

# UI Design

- Site designed to have minimal vertical scrolling which keeps your ad in sight of viewers for almost the entire time they are logged in.

The screenshot displays the MealShare website interface for a user named Jason White. At the top, a navigation bar includes a vegetable basket icon, a login status indicator, and buttons for 'MY MEALSHARE HOME', 'RECIPE BLOG', 'MY CIRCLES', and 'ALL DONE? LOG OUT'. The main content area is titled 'My Circles' and lists three groups: 'Tres Chicas Cooking Circle', 'Our Work Foodie Group', and 'Jason's Wine & Cheese Club'. Each group has an 'ACCESS -this circle-' button and a representative image. A vertical advertisement on the right side of the page reads 'YOUR AD HERE'. At the bottom, a footer contains navigation links and copyright information.

You are logged in as:  
Jason White

MY MEALSHARE HOME RECIPE BLOG MY CIRCLES ALL DONE? LOG OUT

## My Circles

The following is a list of all the circles to which you currently belong.

ACCESS -this circle-	Tres Chicas Cooking Circle	
ACCESS -this circle-	Our Work Foodie Group	
ACCESS -this circle-	Jason's Wine & Cheese Club	

*Join as many MealShare circles as you like. Have one for each network (friends, neighbors) in your life.*

[Start](#) your own circle and invite people or [join](#) a circle they have already created.

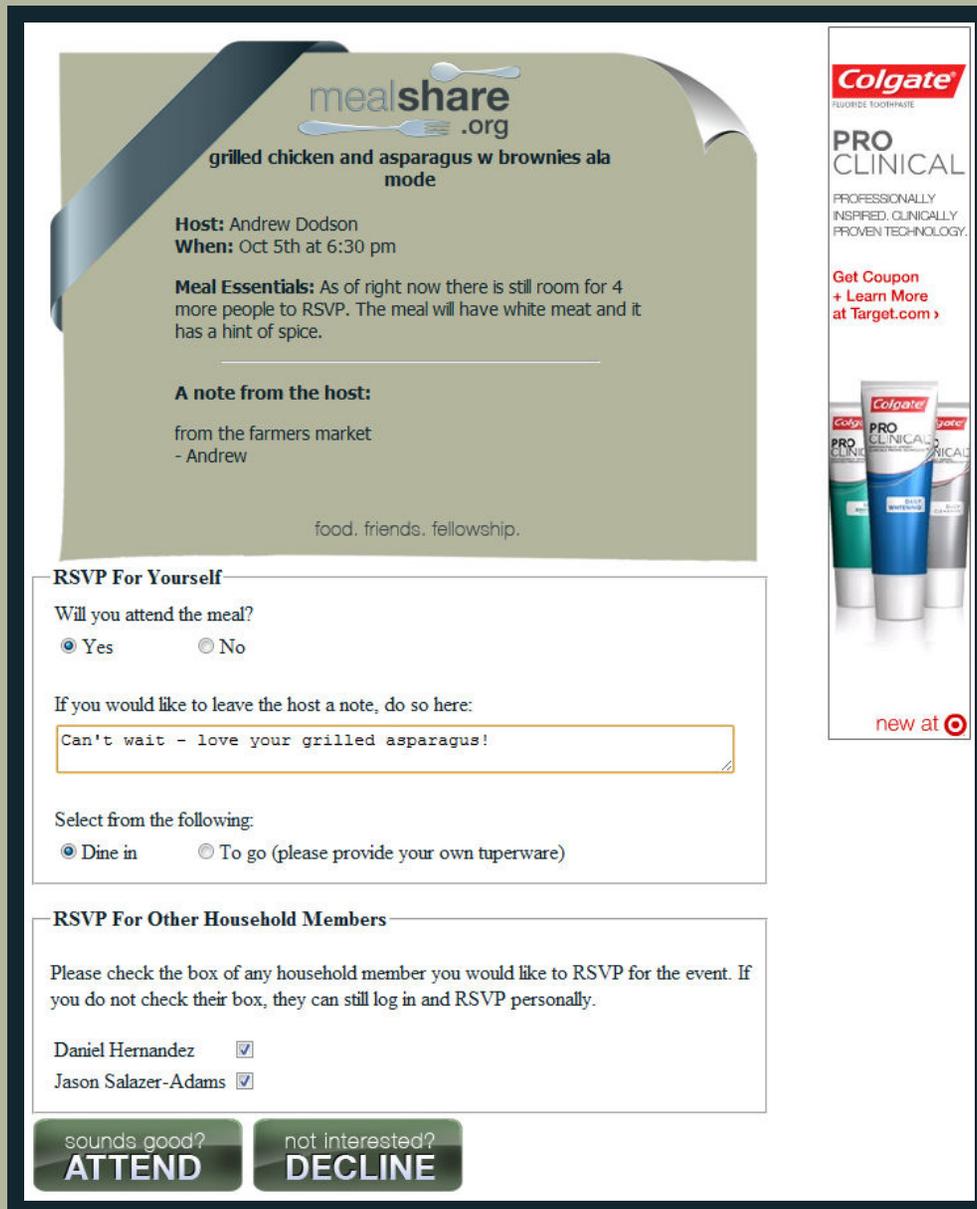
YOUR  
AD  
HERE

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[|Profile|](#) [|Host a meal|](#) [|F.A.Q.|](#) [|How it works|](#) [|Organization profile|](#) [|Contact us|](#)

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# Opportunities



The screenshot shows a mealshare event page. The event is titled "grilled chicken and asparagus w brownies ala mode" and is hosted by Andrew Dodson on Oct 5th at 6:30 pm. The meal essentials mention 4 more people to RSVP. A note from the host says "from the farmers market - Andrew". The page includes an RSVP form with options to "ATTEND" or "DECLINE". On the right side, there is a Colgate advertisement for PRO CLINICAL toothpaste, featuring a coupon and a "new at Target" logo. An arrow points from the text on the right towards the advertisement.

**mealshare**  
.org

grilled chicken and asparagus w brownies ala mode

**Host:** Andrew Dodson  
**When:** Oct 5th at 6:30 pm

**Meal Essentials:** As of right now there is still room for 4 more people to RSVP. The meal will have white meat and it has a hint of spice.

**A note from the host:**  
from the farmers market  
- Andrew

food. friends. fellowship.

**RSVP For Yourself**

Will you attend the meal?

Yes  No

If you would like to leave the host a note, do so here:

Can't wait - love your grilled asparagus!

Select from the following:

Dine in  To go (please provide your own tuperware)

**RSVP For Other Household Members**

Please check the box of any household member you would like to RSVP for the event. If you do not check their box, they can still log in and RSVP personally.

Daniel Hernandez   
Jason Salazer-Adams

sounds good? **ATTEND** not interested? **DECLINE**

**Colgate**  
FLUORIDE TOOTHPASTE

**PRO CLINICAL**  
PROFESSIONALLY INSPIRED. CLINICALLY PROVEN TECHNOLOGY.

Get Coupon + Learn More at Target.com >

new at Target

- We run a single, standard 160x600 skyscraper along the right side of any page a user is logged in.
- 100% SOV for every page.
- Ensures satisfied user base.

# Creative Formatting

- Flash, rich media, and gif/jpegs accepted
- Max size:
  - Initial load 50k
  - Subsequent load, 100k
- 18 frames per second

# Active and Previous Clients



# Current Rates

- Current ad net rates are \$8-10 cpm.

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