



**'For the medically disabled
and the differently abled'**

who

SoulfulEncounters is an established online dating and community website for those who are disabled.

*A company created
by the disabled for the disabled.*

where

Capitalize on our strong internet presence with ongoing search engine optimization (SEO). SoulfulEncounters has good placement with the major American and Canadian search engines. Additionally, other offshore English search engines are now being optimized.

Your advertising will have direct access to American and Canadian members.

SoulfulEncounters has been featured many times in the media including:

London City Life Magazine
Abilities Magazine
The Sault Star
100 Huntley Street
Nite Lite Live
ABC News, Washington DC
Numerous radios shows
throughout North America

what

SoulfulEncounters is not just a dating website, but an online community that does not exclude anyone based on disability, marital status, sexual orientation or race.

SoulfulEncounters offers its members:

- Professional Help
- Personal Profiles
- Chat Rooms
- Messaging
- Forums
- Member hosted radio shows
- Blogs and tweets

why

Some disabled dating websites exclude certain types of handicaps or restrict membership to single men and women.

SoulfulEncounters' goal was to create a community of acceptance, friendship and support regardless of the disability.

This has proven to be an effective platform with over 5400 current active members and 7500 registered members.

We offer a 100% targeted audience for businesses offering products and services for the disabled.

when

Disabled persons looking for friendship and acceptance find SoulfulEncounters provides a true community portal. This has resulted in a very strong and loyal following.

Disabled persons are more likely to purchase items online due to the inability to travel to local shops and malls. Disabled people purchase everything from basic everyday items to luxury items online. Reach your targeted market 24 hours a day, 7 days a week on this safe, monitored site.

how

Online:
www.soulfulencounters.com

Email:
General inquiries:
admin@soulfulencounters.com

Sales:
marketing@soulfulencounters.com



Demographics:

100% of our members have some physical or mental disability.

Members:

current 7500
active 5400

Age:

range 20 to 70 years
median 35 years

Gender:

male: 53%
female: 47%

Location:

USA: 76%
Canada: 19%
UK & Australia: 2%
Rest of world: 3%

The acceptance, support and friendship that I have received from the members of *SoulfulEncounters* and from Louise has made an everlasting, beyond words, impact in my life.

Sunsetdove7
Member since August 2008

Why SoulfulEncounters.com is unique:

No other Social Networking Community is like it because:

- ♥ Soulful Encounters is a free **support system** "for the disabled by the disabled" regardless of their marital status and also for parents of disabled children.
- ♥ Soulful Encounters provides members the opportunity to seek valuable **professional advice** from a pharmacist, social worker, pastor and other service providers.
- ♥ SoulfulEncounters is a cross between Facebook and My Space plus a **dating site**... only with a twist...it is for the disabled.
- ♥ Virtually **no scammers** compared to other free sites because of the personal verification system in place, providing you with honest site stats.

Why you should advertise on SoulfulEncounters.com:

Your ad statistics are provided to you each month.

Targeted to your market!

High return visitor numbers due to the nature of the site and membership format.

Great online discussion and word of mouth opportunities for products and services that deliver!

About the Founder

Louise Maxwell is very passionate about what she does. She has always been around the disabled, first with a disabled grandmother, managing medical offices and to herself now being disabled. Louise brings help to others with fervor as she believes that the disabled have long been overlooked by society. They are often "the forgotten people".

For those of us with medical or mobility issues *SoulfulEncounters* is a wondrous tool. The Chat Room allows the disabled to get to know each other in a safe spam free environment.

'Gimpydog'

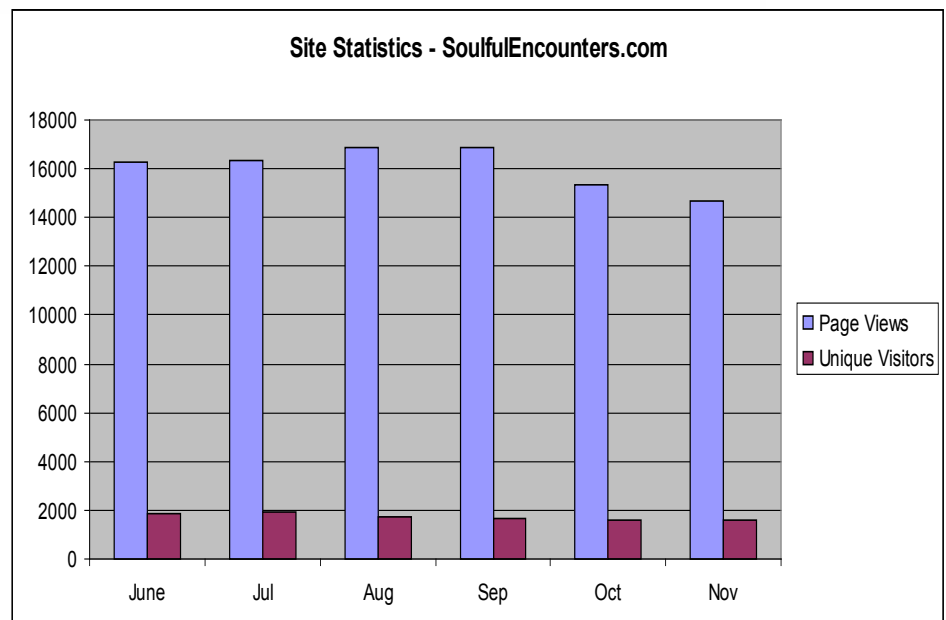


Site Statistics

Averages for 6 months to Nov. 2011:

Site Visits/month: **6,522.2**
Page views/month: **16,062.3**
Pages per visit: **2.5**
Bounce rate: **44.7%**
Time on site: **5.01**
Unique visitors/month: **1730.8**
New visitors **23.5%**

Direct Traffic **51.8%**
Search Engines **38.7%**
Referring Sites **9.5%**



Soulful Encounters.com Website Advertising



Size	Dimensions	1 month	3 months	6 months	1 year
EXTERIOR PAGES (Visible to all)					
Home Page (Member log in page)					
Leaderboard*	700 x 150	Contact us to ask about pricing.			
Rectangle ¹	200 x 300				
About Us and Contact Us pages					
Leaderboard	700 x 150	Ad sizes are in pixels			
Rectangle	200 x 300				
INTERIOR PAGES (Member access only)					
Home page					
Leaderboard	700 x 150	Save more on longer terms, up to 12 months.			
Rectangle	200 x 300				
My Profile, My Messages, Community Profile, Forums pages					
Leaderboard	700 x 150	For rate cards contact marketing@soulfulencounters.com			
Rectangle	200 x 300				

Deadlines

Ads run by the calendar month commencing on the 1st of each month. Ads must be submitted at least two weeks prior to the first month to run. Late submissions will be posted as received and will be charged the full month fee.



Bonus: Purchase an Exterior Home Page Leaderboard* ad to receive a **free** rectangle ad on the Exterior Home Page! (*external page visible to all*) for the duration of your ad.

Ad sizes and formats

Sizes

The ads must be provided in the sizes stated to ensure they fit properly.

Static Ads

must be supplied in jpeg or gif format.

Animated ads

must be in either Flash (SWF) or animated GIF format with no more than 3 rotations. SWF or GIF files must be supplied for animated ads. File size is restricted to no larger than 500 kb.

Ad Statistics Provided

For each month of advertising purchased and for each ad type purchased, a monthly report will be emailed providing total impressions and click-throughs for each ad, if

there is more than one ad purchased. (does not include totals for ads on the exterior home page).

We reserve the right to refuse any advertisements based on inappropriate design, quality, and/or content.

Payment Methods & Terms

We accept payments by Cheque and Pay Pal. Payments must be made in full prior to ad placement on the website. Payments by cheque must be in by the 15th of the prior month to allow sufficient time for the payment to clear.

Graphic Art Services

Don't have an ad? Graphic art services are available for additional fees. For quotes, please contact marketing@soulfulencounters.com

No discounts are provided for late submissions. SoulfulEncounters.com shall not be subject to any liability whatsoever or any failure to publish or circulate all or any part of the website because of strikes, work stoppages, accidents, acts of God or any other circumstances not within the control of the Publisher. *If site is inaccessible for longer than 12 hours, ads will remain on the site after the contracted period for the length of time the site was not accessible.* Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the publication. SoulfulEncounters.com is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or changes made after closing dates. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements on the website, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, or rights of privacy or publicity, or from any and all claims now known or hereafter devised or created.