



ABOUT EDHAT

Edhat is a Santa Barbara-based online magazine that has been in business since November 2003. Increasing numbers of local residents turn to Edhat for:

- Links to local news
- Events calendar
- Entertaining tidbits
- Photo galleries
- Lively comment boards
- Dog of the Week
- Cat of the Week
- Official counts of everything from palm trees to Fiesta Parade horses
- Art of the Week
- Veggie of the Week
- Weekly real estate sales
- Running race results
- Daily contests
- Neighborhood News
- Best of Santa Barbara Surveys

Edhat sends out over 5,000 email newsletters to Santa Barbara subscribers every day but Sunday. Edhat subscribers are your neighbors, friends and customers, as well as local politicians and business people.

The Edhat website is updated numerous times daily, seven days a week. Many locals who no longer receive a daily newspaper rely on Edhat to get their local news and check the website frequently throughout the day.

AWARDS

- Voted the **#1 website** in Santa Barbara in the Santa Barbara Independent Best of Readers' Poll.
- Voted the Second Best Local Website **in the nation** in the January 2007 Placeblogger.com Top Ten Placeblogs.
- In April 2007, Salud Carbajal honored Edhat Online Magazine with a commendation from the County Board of Supervisors for its positive influence in the Santa Barbara community.

"I think Edhat is awesome. It is refreshing to read the daily newsletter. The local connection is wonderful. Thanks for the entertainment."

- Marty Blum, Mayor of Santa Barbara



WEBSITE STATISTICS

As of March 2008, the number of Edhat subscribers was 5,350 and rising. 80% of the Edhat readers are located in Santa Barbara County.

During the month of February 2008:

- Edhat had over 400,000 page views.
- Edhat sent out over 112,000 newsletters to subscribers.
- With the website and newsletter combined, banner ads appeared over 500,000 times in the one-month period.

Who visits edhat.com?

AGE	GENDER	HOUSEHOLD INCOME
18-24: 15%	Male: 58%	\$0-30k: 18%
25-34: 20%	Female: 42%	\$30-60k: 30%
35-44: 21%		\$60-100k: 26%
45-54: 24%		\$100k+: 25%
55-65: 11%		
65+: 9%		

According to Quantcast.com (www.quantcast.com/edhat.com/demographics)



ONLINE AD RATES

BANNER ADS ARE \$200 PER MONTH

Banner ads appear at the top of all Edhat pages (except the homepage). They also appear at the top of the daily newsletters. This rate will put your ad in the rotation to randomly appear in the Edhat website and newsletter. Edhat serves a half million ads every month.

Your ad can link to any page on your website. If you do not have a website we can have it link to a page on our server with information about your company or organization. There is a onetime fee of \$50 to setup a page for you on our server.

DISCOUNTS

A 15% discount will be applied if you commit to a 3-month advertising plan.


CONTACT INFO

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A SAMPLE NEWSLETTER



The Daily Edhat

Local News Local Events

Advertising Is Expensive! - Are You Getting Your Money's Worth?
Edhat is the absolute best way to reach the local market. We have an active website, engaged readers, and the best looking, highest profile online ads in town. Call us at (805)624-6533, or email us at ed@edhat.com to find out more.


Support Santa Barbara businesses who support Edhat Advertise on Edhat

Today's Weather - A 30 percent chance of rain after 10am. Mostly cloudy, with a high near 59. Calm wind becoming east southeast between 7 and 10 mph.

Do You Sudoku? - You can now play the Daily Sudoku on Edhat. How fast can you fill in the blanks?

Feb. 21, 2008 - Pipe Dreams

Yesterday's WWII picture was as hard to find as




Edhat t-shirt. Continuing on the moon theme, today's contest is to guess the number of unshaven men walking on State Street at noon. [Enter the contest.](#)


Today in News from Goleta Rochelle writes about a local boy who won a surfing competition; the Veggie of the Week is about food labeling; and two readers sent in some wonderful photos from last night's eclipse.

In local news, police arrested two men responsible for assaults at Jack-in-the-Box; Pedro Nava announced he will introduce dogfighting legislation; there was yet another Greka leak; Denzel Washington came to town to watch his son graduate from Carpinteria High; an underground transformer explosion was the cause of a downtown blackout; UCSB lost some grant money because of a leak in Chicago; a Santa Ynez high school principal was let go; and Montecito schools have more money than Santa Barbara schools.


Shell Station - The picture was taken at the Shell Gas station at State and Calle Palo Colorado. Some people think that the pipes shown are simply vents for the gas tanks. But tell that to Frankie.




----- Edhat Stuff -----



Unshaven Men - There is a full moon tonight and the number of unshaven men on State Street at noon will be [\(read/post\)](#)



Bobby Morris Wins - Young Goleta surfer Bobby Morris won first place in the ProAm division of the Volcansurf competition earlier this month. [\(read/post\)](#)



Food Labeling - The predisposition to a mutation is equivalent to naturally reproduced live: genetic equivalence of the clone to the original of the cell nucleus it originated from. But the resulting animals are not identical. [\(read/post\)](#)

----- Local News -----

Public News Police [arrested](#) two men involved with the February 2 Milpas Street Jack-in-the-Box assault. [\(read/post\)](#)

citizen news Betsy R. Cramer sent in some fantastic [eclipse](#) of the moon photos. [pics] [\(read/post\)](#)

KEYT 3 A UCSB graduate convicted of [drunk driving](#) and killing a co-worker will be re-sentenced for the greater offense of vehicular manslaughter. [\(read/post\)](#)

on the web The Santa Ynez Valley Union High School District Board of Education decided [unanimously](#) Tuesday not to renew Principal Norm Clevenger's contract. [\(read/post\)](#)

citizen news The Jim Ryerson [Environmental Memorial Award](#) was presented to the Environmental Defense Center on Tuesday, February 19. [\(read/post\)](#)

CRAIG SMITH Another reporter [has left](#) the News-Press. [\(read/post\)](#)

Public News Assemblymember Pedro Nava and the Humane Society announced that they plan to introduce [dogfighting legislation](#) for California. [\(read/post\)](#)

Public News There was an [oil and gas leak](#) at a Greka facility on Wednesday morning. Employees were removed due to the presence of explosive levels of methane gas. [\(read/post\)](#)



A SAMPLE WEB PAGE



Edhat Fact: 61.3% of people walking down State Street wear watches. 88% of them are on the left wrist. [\[more\]](#)

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YOUR NAME HERE - Advertising on Edhat costs only \$200/month

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December 20, 2007 - Gated Plaza

A long time ago - 27 years in Edhat Dog years - Edhat published an article about [the plazas](#) of Santa Barbara. Actually, the article was about a specific plaza called, "The Plaza". It was clear then, as it is clear now, that the concept of a plaza is not a clear concept at all. De La Guerra Plaza is a classic plaza, at least for the time being, where people meet to [rally](#) against the machine, sell [churros](#) during Fiesta, and hang out in a home away from a home (even if they don't have a home).

In the old article we mentioned that a plaza could be either "a public square or similar open area in a town or city" or "a shopping center". We also mentioned that there were a couple of plazas in town that were not plazas at all, but instead, "nice streets by the Rose Garden".

Yesterday's Wednesday Where Is It (WWII) picture was of a stone gate that guards the entrance to Junipero Plaza Street. The street is only one block long and only six houses call it home. There are stone gates at both ends of the street. This picture is of the Laguna Street entrance where the gate has two beautiful arches on either side - a big arch for people to walk through, and a little arch, two feet off the ground, that



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