

# RideGuru Media Kit

6/1/2019

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# Introduction

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Thank you for your interest in advertising and increasing your brands exposure with RideGuru. Our popular fare comparison calculator and many help articles have launched us as the authority in the rideshare and taxi industry. We have become the go-to site for travelers looking to book a ride across the globe.

RideGuru and our work has been featured on numerous news sites, blogs, radio, and on live TV through various publications like Consumer Reports, TechCrunch, Washington Post, Discovery Channel and many more. To see a more comprehensive list of news outlets we have worked with please visit our [Press and Media Page](#).

If you are looking to increase your brand's presence in the rideshare and travel realm, RideGuru has you covered.

# About RideGuru

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RideGuru reaches hundreds of thousands of travelers each month and has connections with over 50 rideshare companies. Our site has garnered the credibility and respect of the travel community and as a trusted key influencer, RideGuru can help to garner the same attention for your brand.

480k

Monthly Unique Visitors

730k

Monthly Page Views

190k

Social Reach



# Newsletter Advertising

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**7,000**  
Subscribers

**9%**  
Opens

**1%**  
Clicks

**Top of Newsletter Ad:** \$50 per Newsletter blast or \$175 for a bundle of 4. Please provide us with a 728x90 banner ad, the advertisement will link to your site.

**Bottom of Newsletter Ad:** \$30 per Newsletter blast or \$100 for a bundle of 4. Please provide us with a 728x90 banner ad, the advertisement will link to your site.

**Custom Newsletter Blast (Must be paired with Sponsored Post Advertising):** \$400 for one custom Newsletter Blast. We will send a Newsletter with your brand name in the title/subject line along with your article in the first spot of the letter.



# Sponsored Post

Click the below image for a sponsored post example.



## Guest Post - \$500

Guest Post written by you, article must be relevant to our audience. Includes 1 backlink.



## Guest Post plus Writing - \$800

Guest Post written by our team. Includes 1 backlink.



## Sponsored Link – Contact Us

Many of our blog posts have high SEO traction and a stable number of visitors. Contact us to discuss adding a link to an existing article.

## Social Media

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We offer a one-time social media blast across our RideGuru Facebook and Twitter channels for **\$200**.

# Rideshare Listings

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## **WE OFFER RIDESHARE LISTINGS!**

If you are a rideshare company and would like to discuss adding your company to our Fare Comparison Calculator please contact our support team ([Support@Ride.Guru](mailto:Support@Ride.Guru)) to discuss.



# BANNER ADS



## Banner Ads Summary

We offer 10 advertisement slots on RideGuru. Advertisements are sold and priced per month. We offer two price points for each advertisement slot.

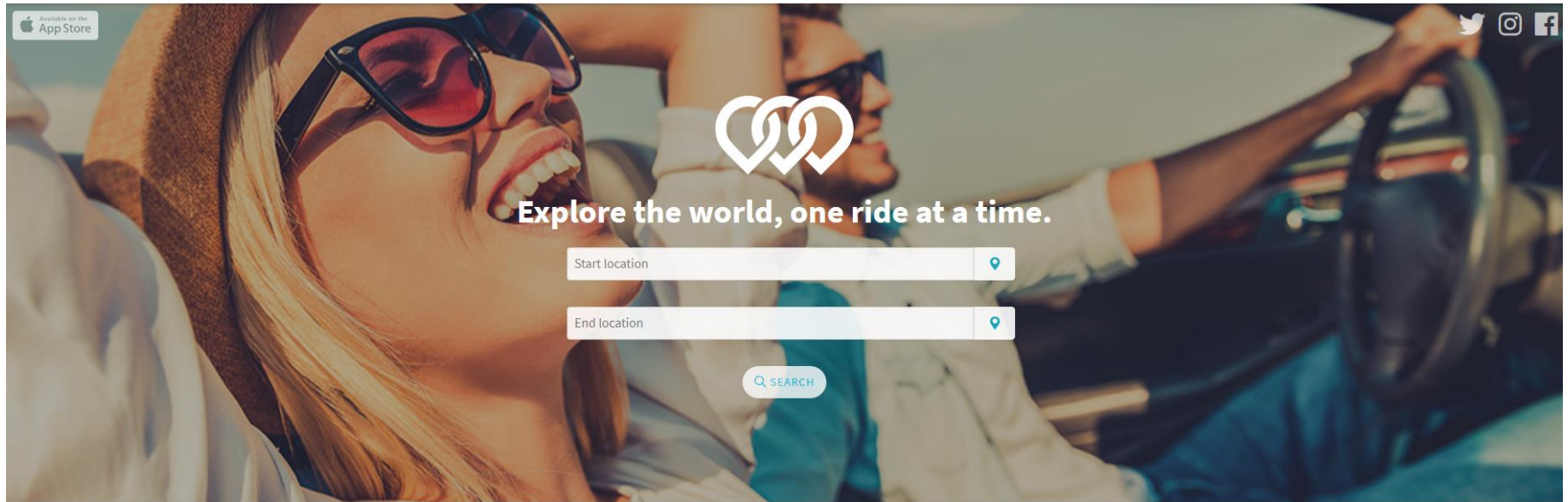
Ad Location	Ad Shown 100%	Ad Shown 50%	Max Ad Size	Estimated CPC
Forum Sidebar Top	\$500	\$300	300x250	\$1.30 ~ \$1.50
Forum Sidebar Bottom	\$300	\$200	300x250	\$1.40 ~ \$1.60
Newsroom Sidebar Top	\$300	\$200	300x250	\$1.40 ~ \$1.60
Newsroom Sidebar bottom	\$250	\$150	300x250	\$1.40 ~ \$1.60
Forum Banner Ad Top	\$400	\$250	1080x100	\$0.90 ~ \$1.10
Forum Banner Ad Bottom	\$300	\$200	1080x100	\$1.10 ~ \$1.30

# Banner Ads Summary

Ad Location	Ad Shown 100%	Ad Shown 50%	Max Ad Size	Estimated CPC
Newsroom Banner Ad Top	\$300	\$200	1080x100	\$1.00 ~ \$1.20
Newsroom Banner Ad Bottom	\$250	\$150	1080x100	\$1.10 ~ \$1.30
Home Page Banner Ad	\$5,000	\$3,000	1080x100	\$0.60 ~ \$0.80
Fare Card Ad	Please inquire for pricing.			
Product Page Listing	Please Inquire. Starting at \$50.			

RideGuru Media Kit

# RideGuru Home Page Banner Ad



## SPONSORED SEARCHES

Taxi Fare Calculator

Cheapest Ride to Airport

Airport Shuttle Transportation

Taxi Cost

Taxi from Airport To

Ride Services

Your search engine for rideshares, taxis, and limos

# RideGuru Forum Banner Ad



SPONSORED SEARCHES

Lyft Driver

Airport Shuttle

Taxi Fare Calculator

Taxi Prices

Taxi Cab Rates

Taxi from Airport To

## Hot Topics

Sort by **hot** | latest | top past week | top all time

77

What's a typical passenger rating for Uber? Is 4.50 good?

Posted by Judgeltoh

★156

in Hey Drivers! (140 comments)

👤1

guru answer

SIGN UP

POST NEW TOPIC

ASK A RIDE GURU

# RideGuru Forum Sidebar Ad

## Comments

▶ COMMENT ON THIS POST

bob ★ 126 Rider 4 days ago

Im a rider. What is a quest? Do you get quests a lot? Sounds like a game...

[link](#) | [reply](#)

momof4 ★ 4506 Rider Driver 4 days ago

Yes its Ubers game to get you to take ALL request and stay on road longer. I have capability to drive Uber XL but I also drive Uber X ( not enough XL requests)which then makes me available for express pool and pool. The last 2 options are not worth it as my gas mileage is awful. New Years Eve Uber offered \$20.00 for 6 rides and \$60 for 12 rides between 10pm and 2am. I was lucky and made over 12 rides with only 1 pool ride. During the week Uber post 7 (I think) different quest/promotions ex. 30 rides 15.00, 40 rides 20.00. The money that is paid out is pd. by Uber not the rider. If driver is tired but only 2 rides left to hit bonus of course they will stay out to complete quest. So yes its like a game but not a fun game most of the time. This year I had many riders who made me wait 2/3 min before they headed out to my car. I had 2 riders I cancelled as i waited almost 10 min the other one 7 min. Any rider who us not ready when we pull up is rude, inconsiderate, and cost us money. Yes, there are things that happen as your ready to walk out but have the decency to at least notify your driver. Most people dont even apologize. If you make driver wait you should definately be tipping that driver. This is one of the reasons your ratings fall. Making the driver wait. I am not necessarily directing the wait issue to you personally. Just hoping to educate riders if they are reading this.

Last year had a rider puke in my car New Years Eve (no didnt report it) the husband cleaned the inside door which wasnt bad at all. Most of the mess was outside on door and quarter panel. He did hand me 20.00 to wash outside which is what I spent that day to wash it. It was enough of a mess to take me off the road because time would've ran out or my doors and locks would've froze. I was 1 trip off of hitting my quest of 65.00.


[link](#) | [reply](#)

- Fare Estimator
- Rideshare 101
- Sign up for Lyft - \$5 promo

## Hot Forum Topics

- What's a typical passenger rating for Uber? Is 4.50 good?
- Heroin Epidemic. As an Uber driver would you be willing to carry Narcan in the event someone would Over Dose in your car?
- Guessing Uber worried not enough drivers will be out for New Years Eve
- How can I specify a female driver?
- A Night In The Life of An Uber Driver! Drivers/Riders please share your story!
- What is the "cleaning fees" and "vomit" SCAM by Uber drivers? Should I be concerned? How do I avoid them?
- Things you should you never say to an Uber or Lyft driver?

More...



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4TB Personal Cloud -  
White

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