

eTableTop.com is the Internet's leading source for luxury, modern tabletop and decorative accessories. The unique concept was developed to elevate distinctive brands for their craftsmanship and design significance. Each collection is selected by the expert eye of Christina Norsig who has worked in the industry for close to twenty years.

## eTableTop Advertising Campaign

eTableTop customers prefer the convenience of shopping or registering online. They choose us because they want to speak to a knowledgeable professional to offer advice.

## Customer Profile

Our customers are both men and woman around the US and Canada. They are affluent, educated and computer savvy. We have two major customer groups, the younger buyers are 21-34 mostly composed of bridal registrants, bridal gift buyers or first time home buyers. The second group is both men and woman 35-49, affluent and either purchasing for a second home or are officiantos looking for unique designs. Our major markets are NY, Chicago, Miami, and Los Angeles. Additionally, we are the top choice for all US suburbs in which design and tabletop are hard to find.

[www.eTableTop.com](http://www.eTableTop.com)



## did you know?

eTableTop.com launched in May of 2004 and since then we've built a returning client base with traffic exceeding 20,000 unique customers per month and growing.



Christina Norsig, founder, CEO



## Dedicated Monthly E-mail Campaign and Home Page

These are dedicated advertorials to a single brand, product or company.

### Campaign reach

10,000 industry partners, customers who have purchases or opted in, bridal registrants, and media.

### Home Page reach

We have traffic exceeding 20,000 unique customers per month and growing. Home pages are posted in perpetuity further increasing exposure and contributing to response rates.

**Total cost: \$5,500.00**

"I commend you for excellent service! That's really what it's all about in this electronic age, when we are so often made to feel like pin numbers instead of people!"

-- eTableTop Bridal Registrant  
Meara Schreiber



## Dedicated E-mail Campaign Only

These are dedicated advertorials to a single brand, product or company.

### Campaign reach

10,000 industry partners, customers who have purchases or opted in, bridal registrants, and media.

**Total cost:** \$2,500.00

## Dedicated Home Page Only

### Home Page reach

We have traffic exceeding 20,000 unique customers per month and growing. Home pages are posted in perpetuity further increasing exposure and contributing to response rates.

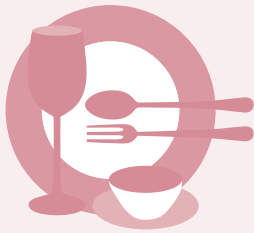
**Rate:** \$3,000.00

"eTableTop.com is a first class destination for consumers to shop online and thereby offers brands a great venue to be seen. Its reputation and nationwide reach certainly helps to get additional media coverage."

-- Franz Kress, Kress Intl. Importers

CHRISTINA NORSIG  
NEW YORK





# dailydish

## Blog Advertisements

### Reach

With over 20,000 unique customers per month and over 10,000 industry partners, press and eTableTop bridal registrants.

### Horizontal 125x60

**Rate:** \$250.00 per month for six months

### Square ad 125x125

**Rate:** \$450.00 per month

### Large Vertical 125x250

**Rate:** \$600 per month

### Ad Specifications:

All ads should be in JPG, TIFF, or GIF format.

All materials can be sent to:

**eTableTop.com**

7 Park Avenue, Suite 16A

New York, NY 10016

**or Email:** keith@etabletop.com