



# 09

## WHAT IS NUBBY? MEDIA KIT

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Hello, my name is Nubby and I am a graphic designer with a passion for marketing and blogging. Nubby is a nickname that I've had for 10+ years and I've since embraced it in my online life. Here is my story: During my high school years in the late 90s, I developed a love for graphic design but put my passion on hold to instead earn a degree in Business

Administration. It turned out to be a blessing in disguise, making me much more aware of how it would be possible to market my art and design in later years. In 2006, I began studying graphic design and upon graduating in 2008, I was hired by agency Nemo HQ as a Graphic Designer / PR & Marketing Developer. Currently, I design full-time for my company, Nubbytwiglet.com, which I founded in 2005. Over the years, I have worked with clients including Virgin Records, Forever 21, New Line Cinema, Nike, HP, Skullcandy and Smith Optics to create a broad range of cohesive design solutions. I now accept freelance design work from clients worldwide and can assist you with creating the perfect outcome to meet your needs. My passion for marketing has encouraged me to showcase my design capabilities while pitching to potential clients and advertisers. Some of the most popular

articles to date on Nubbytwiglet.com detail how to be a successful designer and blogger through marketing oneself as a brand and the steps needed to achieve this goal. Being a self-supporting artist is hard work, but there's no need to starve in the process! From my heart to yours, Nubby – *July 2009*

# NUBBY

IS A PERSONALITY  
IS A CREATIVE VOICE  
IS A

*Movement*  
THAT IS MEANT TO

INSPIRE

AND TO ENCOURAGE ARTISTS TO FOLLOW THEIR OWN

*Path*

WHILE MAKING A GREAT LIVING THROUGH

MARKETING THEIR WORK AND BUILDING A SOLID

# BRAND

0123456789



**80,000+** VISITORS PER MONTH

**ESTABLISHED** 08 / 07

**XXXX** **2,500+** VISITORS PER DAY

*Topics*

ADVICE, AESTHETICS, BUSINESS & MARKETING, STYLE, FASHION, BLOGGING, ART, GRAPHIC DESIGN & MORE

The goal of Nubbytwiglet.com is to deliver inspiration and content related to art, design, business, fashion, and style. I always attempt to balance fun content with articles that provide genuine value. An overall emphasis is placed on combining artistic efforts with a solid marketing plan to make a living.

**VISITORS BY COUNTRY**  
70% UNITED STATES  
15% UNITED KINGDOM  
10% CANADA  
5% AUSTRALIA

NEW CONTENT PUBLISHED **6** DAYS A WEEK

**Why Advertise?**

Nubbytwiglet.com is the blog and portfolio of Nubby, a graphic designer and art personality. Fresh content goes live an average of six days a week and the site has upwards of 80,000 visitors per month. Not just another fashion or business blog, Nubbytwiglet.com is packed with a seamless mix of marketing, self-improvement, design and style articles that strive to not only entertain but to also educate and inform readers. The positive tone of the content encourages readers to be their absolute best on a daily basis.

**Rates**

Nubbytwiglet.com is currently accepting select advertisers at very reasonable rates. Plans can be set up on a weekly or monthly basis and there is a bulk discount for plans that are two months, six months and 1 year in length. Ads will be displayed prominently on the front page in the right sidebar of the blog.

**Size and Format**

Rates are based on an ad size of 125 x 125 pixels but custom sizes are also available upon request. Ads can be submitted as GIF (static or animated) and JPEG formats.

**Payment**

Paypal is the preferred payment method for advertising space. Checks are also accepted upon request.

| AD SIZE      | DURATION | COST   |
|--------------|----------|--------|
| 125 x 125 px | 1 WEEK   | \$75   |
| 125 x 125 px | 1 MONTH  | \$200  |
| 125 x 125 px | 2 MONTHS | \$350  |
| 125 x 125 px | 6 MONTHS | \$750  |
| 125 x 125 px | 1 YEAR   | \$1200 |

**How much do your services cost?**

The easiest way to find out is to email me with your project proposal and timeline. Once I assess your needs, I can provide you with a quote and a deposit amount which is usually half of the total cost of the job.

**Where can I view your qualifications and some of your previous work?**

My design resumé and client list can be reached by clicking *Design Resumé* in the top right sidebar of Nubbytwiglet.com and my portfolio can be viewed under the *Graphic Design* tab in the main menu.

**Do you work on a flat rate or hourly?**

It depends on the job but I usually charge a flat rate for the entire project so that a client knows what to expect upfront and can budget accordingly.

**What do I get for the cost?**

For most design jobs, I do an initial round of research and present this deck to make sure that we have a common understanding of your goals. Once I've received feedback based on this deck, I immediately begin the design process. Most projects including logo design get an initial round of a variety of concepts and once a direction is chosen, up to three additional rounds are prepared to make sure the design meets your specifications.

**How much time will my job take?**

It depends on your needs and amount of work required but I usually complete and present one round of new work for your review every five to seven workdays. If you require a faster turnaround, please let me know.

**How soon can you begin my job?**

I do my best to stay flexible and work within your timeline. Usually, I can begin your job within a week of your initial deposit.

**How do you accept payment?**

Paypal; payment can be sent to nubby@nubbytwiglet.com. Checks are also accepted.

**I live in another city / state / country. Will this affect us working together?**

Not at all. I work remotely with almost all of my clients and it has never been an issue. My clients are spread out all over the world in locations including Australia, LA, New York and Texas. You can always email or call me if you have any questions or concerns.



#### Selected Clients

Virgin Records, Forever 21, Smith Optics, Coilhouse Magazine, Fountains of Wayne, Fuel TV, Last Nights Party, HP, Galadarling.com, Skullcandy / 2XL, New Line Cinema, MercyCorps Phoenix Fund, Lucy Activewear and Microsoft.

#### Specialties

Logo development, corporate identity, editorial design, blog and website design, apparel and textile graphics, packaging design, business cards, poster and flyer design, and mixed media collage.

#### Experience

With a background that merges both design and marketing, I am able to fuse practical business needs with bold and unique solutions. I've worked in an agency setting as well as running my freelance design business over the last four years and understand that each client has unique needs that are dependent on its size, target market and goals.

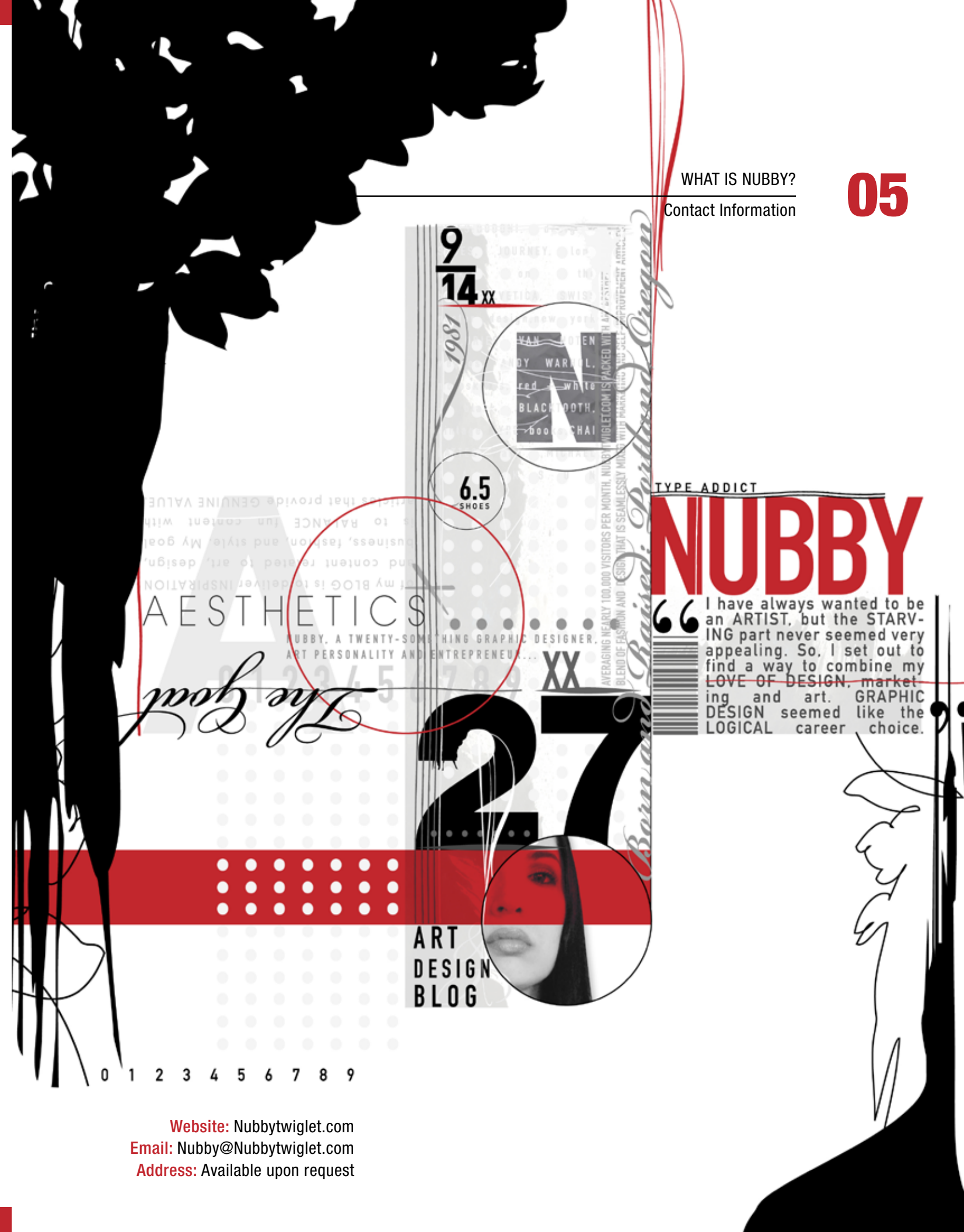
#### A Trusted Voice

With a passion for great design, marketing and social media, *I get it.* Though I'm aware of current trends, I always strive to add a classic and timeless spin so that your designs will hold up over time. I've worked with clients both big and small and am able to tailor my services to meet your needs.

#### Your Needs

You want great design at a fair price. You want a designer that listens to what you want but will also step in when needed to provide feedback while guiding you through the process. You want your ideas to shine through the visual clutter that greets consumers at every corner. You want someone that is patient, knowledgeable and committed to your vision. I am here to help you reach these goals.

There are a plethora of agencies and designers out there for you to choose from. Nubbytwiglet.com stands apart from the competition because I put your needs first, have a proven track record with top companies and strive to deliver professional results that will set your business apart from the competition.



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