



AP Freewriting

Encouraging women through the written and spoken word.

Media Kit

Ashley Pichea

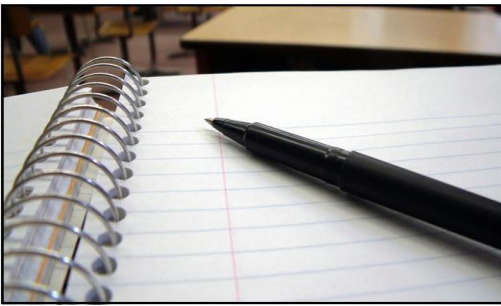
Email: ashleypichea@gmail.com

Twitter: [@apichea](https://twitter.com/apichea)

Blog: [AP Freewriting](http://www.apfreewriting.com)

Facebook: [AP Freewriting](https://www.facebook.com/APFreewriting)

(updated March 2, 2011)



AP Freewriting

Encouraging women through the written and spoken word.

Overview:

Summary:

Ashley Pichea is a wife, mom, blogger, and online student. She is pursuing an MA in ministry and is actively involved in her church. She homeschools her daughter and chronicles the journey at [Teaching Jenny](#). [AP Freewriting](#) has become a place of ministry to women with a purpose of encouraging women with the Word of God. Ashley strives daily to find her identity in Christ.

Press:

Ashley has been a guest blogger for:

- The Outdoor Wife
- Gather Inspirit
- Lesson Pathways
- Some Girl's Website
- Modern Alternative Mama
- Eat at Home
- Like a Warm Cup of Coffee
- Walk With Me
- Proverbs Wife
- A Mother's Boutique
- Rediscovering Domesticity
- Success Your Way

She has plans to guest blog on several other sites in the near future.

Ashley also has a number of e-books in the works, hoping to release the first in 2011.

Ashley is the co-founder of the [3 in 30 Challenge](#), encouraging people to make their goals reality three at a time.



AP Freewriting

Encouraging women through the written and spoken word.

Audience/Influence:

- Page Views: 7452+ / month
- Google Followers: 140+
- Feed Subscribers: 244+
- Facebook Page: 166+
- Twitter Followers: 1735+
- Klout: 63

Demographics:

- Mostly Women
- Mostly Christians
- Ages 18-54
- Mainly United States residents and Canada

Social Media Footprint:

Twitter:

There are over 1735 users on Twitter who are following Ashley. That number changes daily, if not hourly. She uses Twitter to connect with others who have similar interests or those whose products she loves. It is a great tool to help spread the word. You can follow Ashley [@apichea](https://twitter.com/apichea)

Facebook:

Ashley uses a fan page on Facebook to connect with others as well as share updates from the blog. You can become a fan of this page as well:

www.facebook.com/APFreewriting



AP Freewriting

Encouraging women through the written and spoken word.

Twitter Parties:

Hosting:

Ashley is now offering hosting services to companies wanting to expose their brand in a unique and powerful way through a Twitter party.

Hosting services include:

- Pre-party marketing (both on Twitter and on her blog)
- Moderation during and provision of “party atmosphere” on Twitter
- Post-party recap and statistics reporting

Twitter parties generally include a number of product giveaways through random selection of all party participants. Brand/company is responsible for providing a pre-party list of items/products for giveaway and all post-party follow-up with winners.

Ashley currently offers ONE (1) hour Twitter parties starting at \$50. Contact her for more information or to schedule your brand’s party.

Sponsorship:

If you would like to have your brand included in a Twitter party, but have a more limited budget, Ashley also provides opportunities for inclusion in Twitter parties through prize sponsorship. Contact her for more information.



AP Freewriting

Encouraging women through the written and spoken word.

Consulting:

Ashley is now offering consulting services including but not limited to:

- Social Media Management
- Blog maintenance
- Brand/Blog promotional education
- Social media education
- Blog post SEO services

If you are interested, please email Ashley with your proposed project or current needs. Quotes will be given on a per project basis.



AP Freewriting

Encouraging women through the written and spoken word.

Advertising Policy:

All prices listed are “suggested donations.” Please contact Ashley via email (ashleypichea@gmail.com) if you would like to advertise on [AP Freewriting](#).

Ad Space:

- 125X125 Buttons: \$20 a month or \$50 for 3 months
- Post Sponsorship: \$25/post
- 400x125 Ads (above-the-fold): \$75 a month

Payments:

Payments accepted via Paypal ONLY. Ads will be added to the blog upon receipt of payment.

For a speedier checkout, please have your html code for your button ready. If you need help creating the code, please don't hesitate to ask (suggested donation of \$5).

If you need a button created, the suggested donation is \$25 for a 125x125 button. Ask for prices on other sizes.

Ad Policy:

- No refunds on ads.
- Ashley reserves the right to refuse any ads based on the content or the product.
- Family friendly ads only.
- You will be notified one week before your ad spot is up for renewal.