

Advertising with **scord.**

Connecting socially conscious
consumers to socially responsible
organizations.





SCORD is an exciting infotainment tech company connecting socially conscious consumers to socially responsible organizations with a surprisingly fun user experience.

SCORD uses a proprietary scoring system to rate businesses on their customer service, employment practices, environmental friendliness, philanthropy, and the quality of their products or services.

Grow Your Business with SCORD



76% of Americans said they would decline to do business with a company if it held views or supported issues that conflicted with their beliefs.



87% of American consumers said they would be willing to buy a product or service based on a company's advocacy concerning a social matter.



63% of American consumers were looking to businesses to take the lead on social and environmental change.



Over 88% of American consumers turn to online review platforms to make informed purchases.



56% of investors are choosing socially conscious investments over bottom-line investments.



Purpose-driven consumer companies achieved a compounded annual growth rate of 9.86% over five years, compared to 2.4% for the S&P 500 consumer sector.

SCORD is the only app of its kind, making it the sole source for this information all in one place.

Quality of Impressions

2

Average Pages Viewed

124k

Page Views Per Month

52k

Monthly Facebook Reach

64k

New Users Per Month

Demographics



Age Range

24-60

Advertise with Us

Large Corporations

Your corporation has put in the time, money, and effort to build an organization that genuinely cares for its customers, employees, and communities. Today's consumers are looking toward business leaders to drive social and environmental change moving forward. When you advertise with SCORD, you'll have the benefit of our data and exposure to reach more customers and boost your reputation.

Nonprofits

Even the most organized nonprofit's success with a genuinely worthy cause comes down to one thing: donors. As a nonprofit leader, you already understand how essential it is to build connections and partnerships with individuals and businesses. Advertise with SCORD and gain access to advantageous partnerships, connections, and donations that result from increased awareness.

Small Businesses

You've been on the front lines, leading the charge to create change. You have all the potential and vision necessary to change the world but lack the platform and awareness needed to get there. You want to experience success for your efforts. Advertising with the right partner can help. SCORD will provide you with the exposure and reputation you deserve by connecting you to consumers who value your business.

Start Advertising with SCORD today!
Visit getscord.com for more information.

Ways to Advertise

Header Banner: \$600

DIMENSIONS: 600X50PX

WORD COUNT: 12-15 WORD

LOGO SIZE: 40X40PX

Footer Banner: \$400

DIMENSIONS: 600X50PX

WORD COUNT: 12-15 WORD

LOGO SIZE: 40X40PX

Horizontal Banner Ad: \$600

DIMENSIONS: 728PX BY 90PX



Banner Ads: Starting at \$400

DIMENSIONS: 300PX BY 300PX EACH

- 1 SQUARE: \$400
- 2 SQUARES: \$700
- 3 SQUARES: \$1100



Banner Ads: Starting at \$400

DIMENSIONS: 240PX BY 300PX EACH

- 1 RECTANGLE: \$400
- 2 RECTANGLES: \$700
- 3 RECTANGLES: \$1100
- 4 RECTANGLES: \$1500



Ways to Advertise

Targeted Blog Feature: \$1000

DETAILS: Promote your business and your vision through a customized blog feature. We can feature new products, new initiatives, or a full dive into your company and your mission.

INCLUDED:

- One targeted blog (800-1000 words)
- One custom graphic for the blog post
- A link to the blog post on social media



Social Media Feature \$600

DETAILS: We will craft a feature post for your company to highlight your business, your product or service, or a new initiative.

INCLUDED:

- A custom graphic with your logo (1x1)
- A post about the business topic of your choice
- Statistic and report on the performance of the post

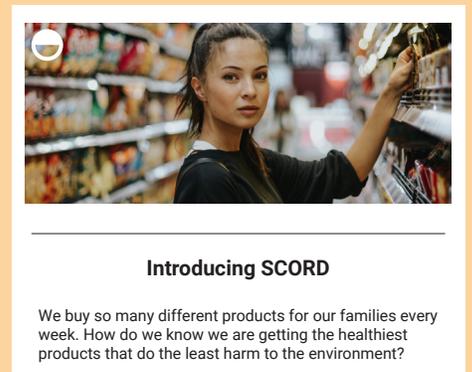


Email Feature \$1100

DETAILS: We will send a featured email detailing your company, your product or service, or your new initiatives to our entire email audience.

INCLUDED:

- One email delivery
- Complete campaign statistics and reporting
- One custom graphic for the email



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FACTS

SCORD uses a proprietary scoring system to rate businesses on their **customer service, employment practices, environmental friendliness, philanthropy, and the quality of their products and services.**



88% of companies believe that social responsibility helps gain and retain quality employees.



78% of Americans want companies to address social justice issues.



63% of American consumers were looking to businesses to take the lead on social and environmental change.



An average of 20k of our users each month are referred from social media.

60%
Female

40%
Male

Our social media demographic is 60% men and 40% women.

25-65

Our average user age is a wide variety that ranges from 25-65.

We rank and add businesses to the site continuously.

Companies can act responsibly in many ways, such as promoting volunteering, making changes that benefit the environment, and engaging in charitable giving.

Users and businesses can request to have a company ranked by the SCORD system.

Our users span the United States.

SCORD not only helps customers find great businesses to support, but we also help large corporations, nonprofit organizations, and small businesses grow by giving them feedback and exposure.

Socially responsible companies are more likely to gain investors.

I care deeply about my health, the health of others, and the health of our planet. I believe that multiplying constructive efforts by millions can make a monumentally positive impact on the future of humankind, and significant improvements are yet to be made by companies that drive our buying habits. I designed SCORD to make it easy for masses of people to gain insight into the practices of companies they patronize. I believe consumers deserve education about their purchases, so SCORD is my way of sharing the results of two product research “rabbit holes” I went down.

First, I travel a lot and have a passion for seeing the world. I enjoy sharing my experiences with those I love in the form of high-quality souvenirs. But I don't want to bring them back mass-produced items I could buy anywhere. Instead, I prefer to locate gifts crafted locally that carry culturally specific meaning or generally reinforce local economies. However, amidst a sea of gift shops with cheap, garden-variety merchandise in nearly every travel destination, discovering unique treasures can sometimes be challenging.

Enter Rabbit Hole #1. My affection for small batch or one-of-a-kind crafted items led me to an exhausting quest to find original, locally sourced products.

Second, I like fashion; I am a “girly-girl.” I like doing my hair and makeup, getting dressed up, looking good, and feeling good. Years ago, I had a health issue and learned that many items I bought were doing me more harm than good, so I began investigating why. My research helped me discover healthier things to eat, better alternatives to clean my house and body, and even more agreeable items to wear for my health. I reasoned that my improved buying habits were not only helping my wellbeing but likely contributing to the betterment of our planet.

Enter Rabbit Hole #2. My desire to abandon overly manufactured goods drove me to research reliable companies actively engaged in developing self-nurturing and planet-healthy alternative products.

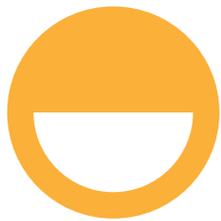
Both rabbit holes pointed to two undeniable truths: the overuse of plastic is a global calamity, and the “fast fashion” industry is creating massive pollution worldwide. I decided, “There must be a better way to meet my wants and needs.” The more I discovered, the more I desired to share my learnings with others.

Enter SCORD. It is a fun, entertaining way for consumers (like me!) to learn about the people and companies they support with their purchases. Ultimately my goal is not to “oust” any companies or make their founders and executives feel bad, but I believe people will make better buying decisions with better information.

When discerning consumers have tools like SCORD at their fingertips, they will become knowledgeable and alert to some challenging truths about where they spend their money. In turn, I hope companies will make better labor, manufacturing, and community-enriching decisions to bring longevity for their brands, our planet, and the people living on it.



Heather Smith
CEO and Founder of SCORD



scord.

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