

RideGuru Media Kit

7/15/2022



Introduction

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



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.



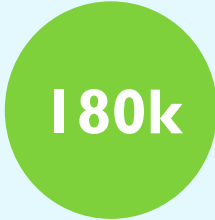
245k

Monthly Unique Visitors



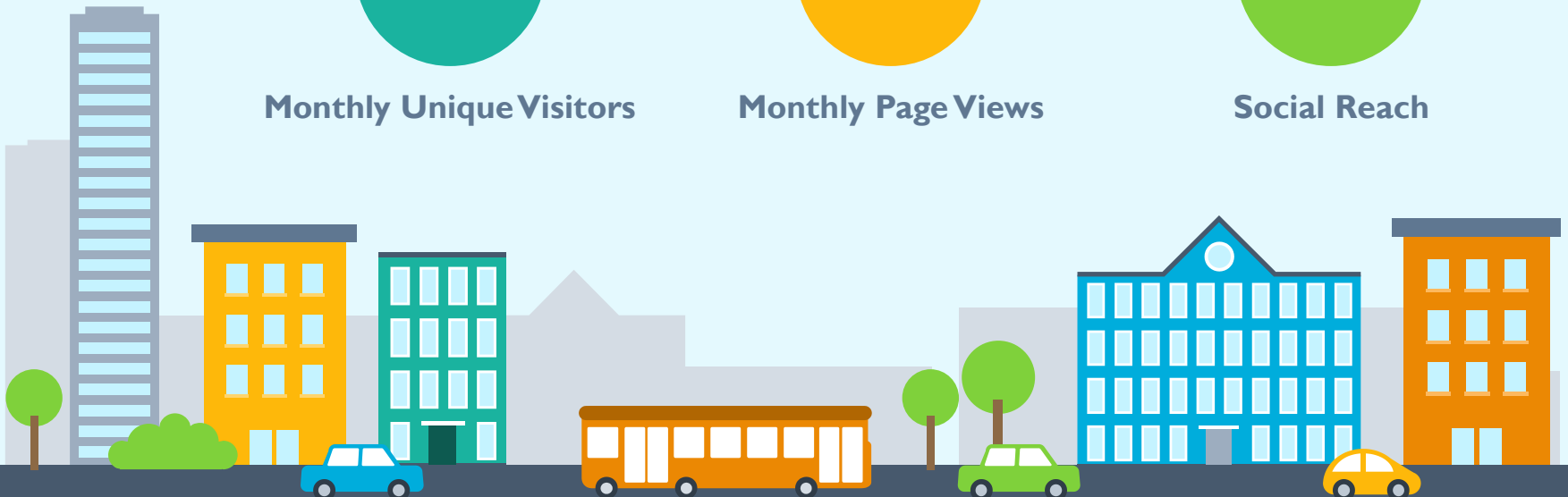
370k

Monthly Page Views



180k

Social Reach



*Traffic Figures are indicative of lower traffic due to Covid-19. We have been seeing steady traffic growth and fully expect traffic figures to more than double as the industry begins to open back up.

Newsletter Advertising



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.

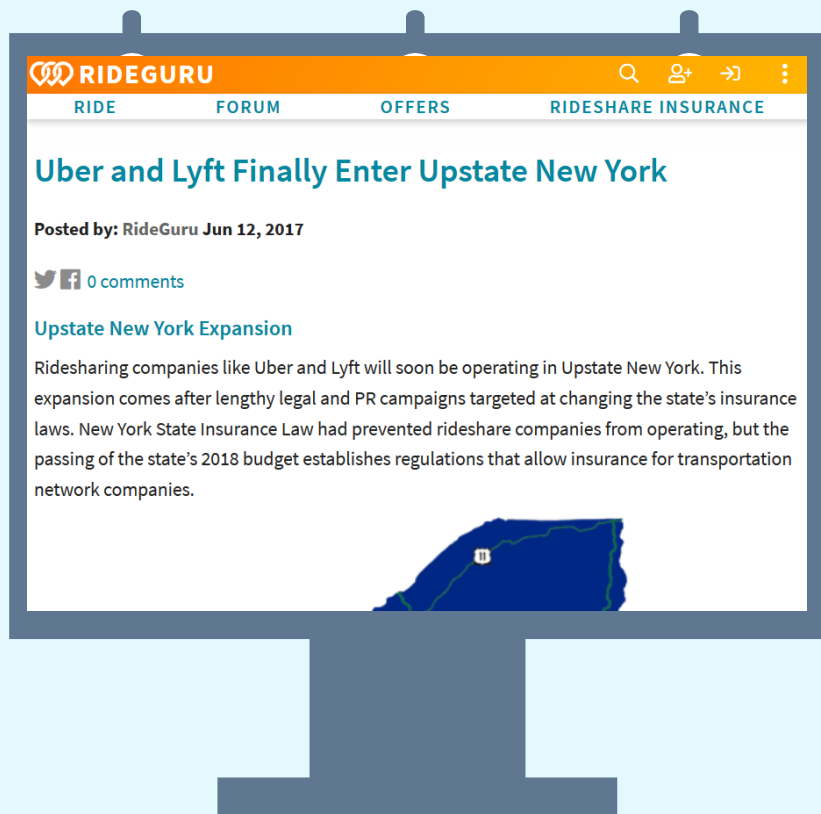
Bottom of Newsletter Ad: \$30 per Newsletter blast or \$100 for a bundle of 4. Please provide us with a 728x90 banner ad, the advertisement will link to your site.

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



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



BANNER ADS

If you are interested in banner or sidebar advertisements on RideGuru please contact Lilly Kenyon (Lilly@Ride.Guru) to discuss our available media inventory.



Rideshare Listings



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) to discuss.