



Product Submission & Advertising Information

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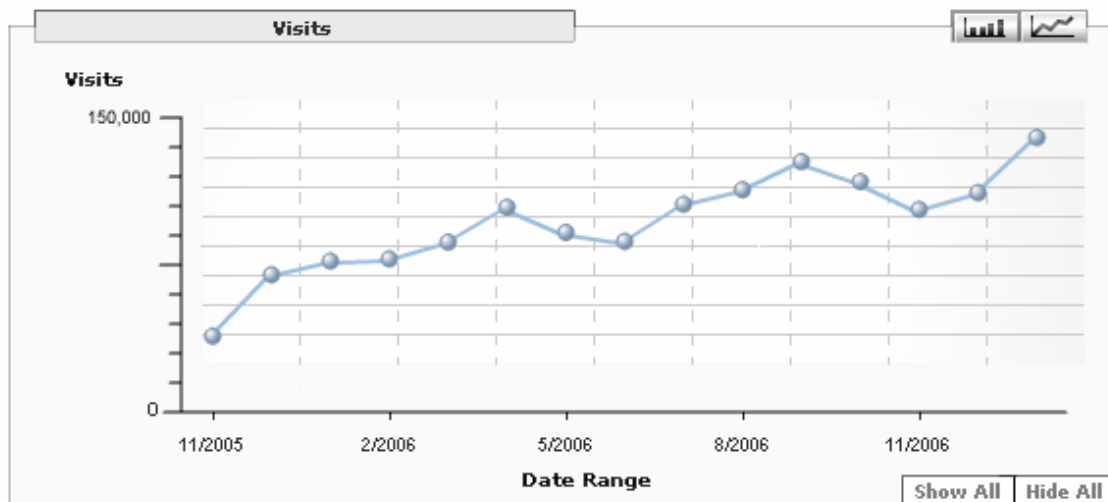
Why Should I Submit?

Why not? Think about it, somehow you've come across this site and so do your target customers. In fact, almost **6,000** unique visitors a day come to the blog and that number is quickly increasing.

The HSB (HotSauceBlog.com) is the leading fiery food review site hands down. Our reviews are honest, informing and at times a bit drool inducing. We take no sides in the industry and review anything and everything. Beyond reviews we also publish company news, press releases, product release announcements and much much more. Our community represents the largest gathering of chileheads ever brought together & our numbers are quickly growing.

Beyond being seen by customer chilehead types, the HSB is read by all the major players in the industry, simply because we cover all the latest news and information. In short, we have taken on the heart beat of the industry.

Here's a look at our traffic numbers since the beginning of our site:

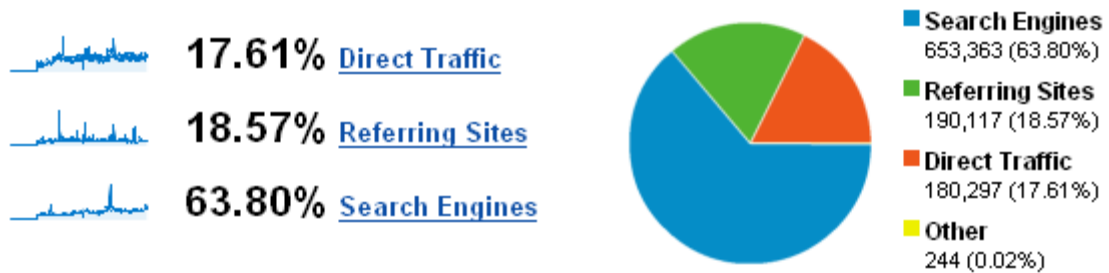


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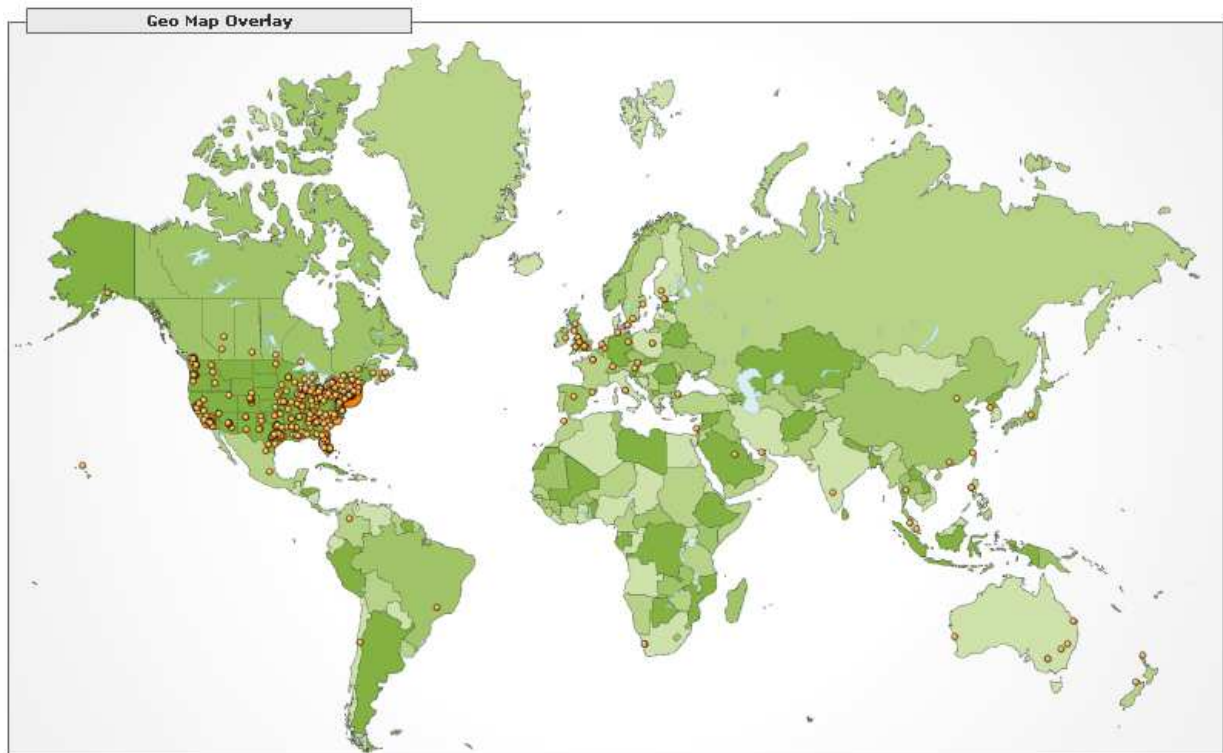


Visitor Information

The HSB does not advertise on any website, so 100% of our traffic comes from natural searches, word of mouth and any press coverage we have received.



Our visitors come from all over the world! Each dot on the map below represents 10-25 people in that geographic area that have visited the HSB since the beginning of 2006.



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FAQ's

- **Can I request a particular reviewer?** Sure thing, but that may delay your review. You may choose from any of the reviewers that you read on the HotSauceBlog.com.
- **What if you don't like my product?** Reviews are written as objectively as possible. Consider it constructive criticism from your potential customers.
- **I make everything under the sun, what should I send in?** Umm, NOT everything under the sun. Only send us your 'hot' related products.
 - o Suggestions:
 - Hot Sauces
 - Hot Wing Sauces
 - Salsas
 - BBQ Sauces
 - Relishes
 - Chips
 - Dry Rubs
 - Chile Powders
 - Mustards
 - Ketchups
 - Chili Mixes
 - Chile Pepper novelties
 - Chile Pepper decorations
 - Etc...
- **Will you link to my site?** In the review, we will provide the necessary links to your related product pages/website so that customers can find your items. If your website does not contain any of the necessary contact information, we will contact you to make sure it is okay to publish that information (such as mailing address, phone & fax numbers...)
- **How long does a review take?** In an ideal world, 2-3 weeks. BUT some reviews can take months, depending on the product type. We do our best to use your product in a real life situation and that can take more time than anyone expects.
- **Other Questions:** Email us at reviews@hotsauceblog.com and we'll answer any additional questions you may have.

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Product Submission Disclaimer

(Print, sign and include this page with all samples for review)

By submitting any product to HotSauceBlog.com, you, the manufacturer/reseller, hereby agree and affirm that in exchange for the product review from the Hot Sauce Blog Reviewing Team, certain conditions and promises are required:

HotSauceBlog.com cannot be held liable for negative reviews. You are submitting a product for review, so that's what we are going to do. Some reviews are going to be negative, live with it. Not everyone is going to love your product.

No products are guaranteed placement in the Sweat 'N Spice Product catalog. We cannot give shelf space to every product submitted. But each product will be considered for inclusion.

I hereby disclaim, release, and relinquish any and all claims, actions and/or lawsuits that I, or any of my dependents, heirs, or family members may have relating to any damage and/or injury that results, or is alleged to have resulted, from a review on HotSauceBlog.com

Name: _____

Signature: _____

Date: _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

All product submissions can be sent to:

Nick Lindauer
c/o Hot Sauce Blog
202 Susan Lane
Conroe, TX 77385

When you send in a product to be reviewed, please email reviews@hotsauceblog.com to let us know a package is coming in.

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Tell Us About Your Products...

If you don't tell us, then we can't tell potential customers. So the more you tell us, the more we can tell them. And if you don't tell us, we may just make something up...*(just kidding)*

Things you should think about telling us:

- Ingredients: Beyond what is listed on your label. Did you throw anything interesting to the mix? What makes your sauce taste the way it does?
- How long have you been in business? How many products do you have? (include names too)
- How 'hot' are your products? Do you use any extracts?
- How did you start making hot products?
- Suggested recipe uses.
- Press Releases: Send in any press release and we'll run it the next day
- Awards: Did you recently win an award and want to share it with the community? Send in the information and we'll post it ASAP.

Anything else you can think of...

Information can be sent to: reviews@hotsauceblog.com

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HSB Reviewed & Approved Logos

Have you had a product reviewed here on the HSB and want to show it off? Well now you can! If you've had a review that you would like more of your buyers to read, simply use one of these logos to link to it. By linking to the reviews here on the HSB, your buyers get instant third party perspective on your product line. Choose any one of the logos below (all done by [Designs by Ania](#)) and feel free to place it anywhere on your website.



Examples of Use: You can see an example here with [Talon Hot Sauce](#). The reviewed & approved logo links directly to [Huvason's review of Talon Hot Sauce](#) - telling buyers more about the sauce than we ever could ourselves.

Danny Cash is also using the logo on their product pages. Example: [Danny Cash's HaBEenero Honey Mustard](#) which links directly to Anthony's [Danny Cash HaBEenero Mustard and Flaming Mustard review](#).

To use one of these logos, simply right click on the logo you would like to use & "Save Target As" - then place the logo on to your site. Logos can be downloaded from [this page](#). Alternatively, we can also email you the logos directly if you would like - just let us know.

Enjoy!

P.S. If you need a different version (smaller/larger or a different background) just let Nick know and we'll get it taken care of for you.

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What Else?

(Stuff you don't have to sign the disclaimer for)

We alluded to the fact that we cover other information beyond product reviews and we do. The HSB is not just about hot products, it's about hot and fiery news, articles, recipes and much much more!

List of ideas you may want to participate in:

- **Going where no hot sauce has gone before:** Do you have a picture of your hot sauce in a weird or far away location? Send it in!
- **Hot Sauce Hotties:** This is an idea concocted by the readers of the HSB. The basic concept is a pretty lady holding a bottle of hot sauce – but who's to say it has to be a lady, or even an attractive person?
- **Press Releases:** Do you have exciting news to share? New products coming out? Send us the press release and we'll run it the next day.
- **Trivia Contests:** Come up with a prize and we'll come up with the questions. A great way to build awareness of your products.
- **Hot Sauce Collections:** Do you have a huge collection of your own? Send in pictures and let everyone drool over it. We've seen many hot sauce collections over the years on the HSB, but we're always looking for more!
- **Photos:** Do you have pictures of you or your team having a good time with hot foods? Or just having a good time? Photos of customers trying your products or using your products? Send them in.
- **Interviews:** Would you like to tell more people about your product and how you came up with it? Give us a shout and we'll set up a time to talk. In fact, we can even podcast interviews!
- **Charitable Auctions:** In 2006, the HSB generated over \$10,000 for charity! Would you like to donate and be a part of the good will?
- Anything else you can come up with, we're always accepting ideas and creating new categories to put stuff.

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Advertise on the HSB

Why?

The HotSauceBlog.com is the leading source of unbiased product reviews and news - all geared towards your target market. Readers of the HSB can interact with each post, building repeat visits and visitor loyalty. In fact, over 30% of the visitors are return viewers - and these guys are the core of the hot sauce industry. Not only is the HSB read by consumers, but industry leaders as well. All the traffic (4,500+ visits a day) comes from natural search or direct access (folks who have bookmarked or directly type in the web address).

How It Works:

Ad units on HotSauceBlog.com are **not** rotated, so if you buy a unit for 3 months - you get 100% share of that space for those 3 months. Plus, each ad on the HSB appears on **every page** of the website. One or more pages are put up each day and the HSB currently has over 2,500 pages.

Available Units:

SQUARE AD 150 X 150 Max File Size 20k	VERTICAL SKYSCRAPER 150 X 500 Max File Size 25k
VERTICAL BANNER 150 X 250 Max File Size 20k	
BUTTON 150 X 50	

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Ad Unit	1 Month	2 Months	3 Months
Button (150 x 60)	\$50	\$80	\$100
Square Ad (150 x 150)	\$75	\$125	\$175
Vertical Banner (150 x 250)	\$125	\$200	\$275
Vertical Skyscraper (150 x 500)	\$200	\$350	\$500

Agreement Terms:

Payment: Payments must be made in advance by check, credit card or PayPal.

Renewal: You will receive a notice via email when your ad is approaching expiration. At that time you can choose to renew or relinquish your ad space.

Questions:

If you have any additional questions or are interested in placing an ad on the HotSauceBlog.com, you can send an email to nick@hotsauceblog.com

Legal Stuff:

The HotSauceBlog.com retains the right to refuse ad placements for any reason. You will not be charged or billed if your ad unit is refused prior to placement. If your ad runs and then is removed prior to expiration, you will be refunded only the remaining balance of your placement.

Contact Information:

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www.hotsauceblog.com

