



About *Life Liberty Lux*

Life Liberty Lux, or "L3" as we sometimes call ourselves, is an online resource for the fashion-forward shopper that provides real men and women with style advice, tools and tips to help them look and feel their best. Fashion Style Consultant Robert Ballew created L3 in response to the hundreds of personal requests he answered from the world at-large looking for guidance on what to wear, where to shop, how to dress for a particular body type and more.

As a result, *Life Liberty Lux* maintains a loyal following of daily site visitors who use the site's resources and value Robert's advice and recommendations. Ultimately, the goal of L3 is to empower women with an understanding of personal style that makes them feel more confident and that reflects their inner beauty.

Life Liberty Lux is comprised of six elements:

- ★ **Online "Blogtique™" Website:** As an online resource, *Life Liberty Lux* provides site visitors with educational information about how to build and refine a personal "look" or "style" with tools and tips that are provided in a fun, enjoyable online environment.
- ★ **Ask Robert:** Using an interactive Twitter and Facebook platform, site visitors can "ask Robert" for fashion advice in real-time and receive a timely personal response.
- ★ **Blog:** Written by Robert, the L3 blog provides information about fashion, lifestyle, beauty and health wellness, and more.
- ★ **Happenings:** A section of the L3 Website is dedicated to local boutiques in Phoenix, Scottsdale and the surrounding areas, providing a venue to communicate news about store sales, hot must-have items, events and more through listings.
- ★ **Advertising:** A handful of advertising opportunities are available throughout *Life Liberty Lux* in the form of banners, buttons or sponsored newsletters. Advertising partnerships are custom built, ensuring that the program we create meets the specific needs and goals of our partners.
- ★ **L3 Newsletter:** The short, to-the-point newsletter is delivered electronically to readers bi-monthly.



Advertising Contact:
Robert Ballew, Owner
Robert@lifelibertylux.com
(602) 799-9000
www.Lifelibertylux.com

Life Liberty Lux
Online Advertising Specs

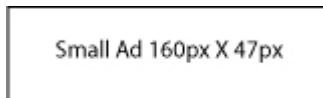
ONLINE AD SPECS

Lifelibertylux .com accommodates popular image file formats, including BMP, GIF, JPEG, PNG, TIFF, SWF and more.

Please see below for the appropriate specs for your ads.

Submit all ads electronically to Robert@lifelibertylux.com

STANDARD BANNERS & BUTTONS



160 pixels X 47 pixels



200 pixels X 104 pixels