

# The Accident Guides — National Buyer Summary

The Accident Guides is an educational publishing platform monetized through fixed, city-based sponsorship inventory. The model is designed for scalability, predictability, and compliance.

## Business Model

- 1 City-based sponsorships with fixed pricing
- 2 Limited inventory to preserve trust and value
- 3 No lead selling, referral fees, or outcome-based claims

## Revenue Streams

- 1 Citywide Authority Sponsors (\$1,500 per city per month)
- 2 Category Ownership (\$1,500 per category per city per month)
- 3 Editorial Presence (\$990 per month)
- 4 Total City Buyouts (\$14,500 per city per month)
- 5 Entire Website Buyout (\$75,000 per month)

## Scalability

The platform expands city-by-city using a standardized architecture. Inventory, pricing, and placement rules remain consistent across markets.

## Ideal Buyers

- 1 National personal injury firms
- 2 Multi-state medical providers
- 3 Legal services platforms
- 4 Content or directory roll-up operators