AtlantaMoms.com is an established parenting website with a 13-year track record of working with local and national businesses to increase exposure and sales via online advertising and social media since 2001.

Atlanta Moms® offers a unique position of influence over a mature and affluent audience of parents and grandparents living in Atlanta and surrounding areas.

Atlanta Moms® Components

- 150+ Atlanta Business Directories
  (Examples: Photographers, Preschools, Frozen Yogurt Shops, Maternity Stores, Birthday Party Entertainment)
- Online Family Event Calendar
- Atlanta Parenting/Family Blog
- Weekly Email Newsletter (Weekly Fun Guide)
- Facebook, Twitter, Pinterest, Instagram
<table>
<thead>
<tr>
<th>Statistics and Demographics:</th>
<th>Social Media Statistics:</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Average monthly views/impressions // 650k</td>
<td>● Facebook - atlantamoms // 3,915 Fans</td>
</tr>
<tr>
<td>● Average monthly visits // 93k</td>
<td>● Twitter - atlantamoms // 5,759 Followers</td>
</tr>
<tr>
<td>● Average pages per visit &amp; time on site // 4/6.23</td>
<td>● Instagram - mommyinsider // 571 followers</td>
</tr>
<tr>
<td>● Email Newsletter Subscribers // 3,617</td>
<td>● Pinterest - atlantamoms // 480 followers</td>
</tr>
</tbody>
</table>

Advertising Solutions

- Online Display Advertising
- Online Business Listing
- Sponsored Blog Post
- Event Promotion
- Email Newsletter Sponsorships
- Blogger/Influencer Outreach
- Social Media Advertising

A Sampling Of What's Covered On AtlantaMoms.com

**Family Travel**
- 5 Mini-Vacation Ideas For Families in the South
- The Parent’s Guide to Hurricane Harbor at Six Flags Over Georgia

**Family Adventure**
- Geocaching Adventure at Callaway Gardens in Pine Mountain, Georgia
- Places To Zip Line in Georgia - A Thrilling Adventure Awaits!

**Kids Events & Places To Go**
- Bite Into a Gourmet Cupcake at an Atlanta Cupcake Bakery!
- Radio Disney LIVE! Fueled by DOLE Fruit Squishems Heads to the Back-to-School Bash

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## ADVERTISING SOLUTIONS OVERVIEW

### Display Advertising

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Cost</th>
<th>Ad Location</th>
<th>Size</th>
<th>QTY Discount</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Button Ad</td>
<td>$150 per month</td>
<td>Run of Site Right Column</td>
<td>300x250 pixels</td>
<td>$400/3 months</td>
<td>.gif, .jpg</td>
</tr>
<tr>
<td>Leaderboard Banner Ad</td>
<td>$300 per month</td>
<td>Run of site Top of site</td>
<td>728x90 pixels</td>
<td>$850/3 months</td>
<td>.gif, .jpg</td>
</tr>
<tr>
<td>Standard Banner Ad</td>
<td>$45 per month</td>
<td>Individual page(s) Above page title</td>
<td>468x60 pixels</td>
<td>$120/3 months</td>
<td>.gif, .jpg</td>
</tr>
<tr>
<td>Homepage Banner Ad</td>
<td>$75 per month</td>
<td>Homepage Below menu bar</td>
<td>468x60 pixels</td>
<td>$220/ 3 months</td>
<td>.gif, .jpg</td>
</tr>
</tbody>
</table>

### Annual & Monthly Business Listings

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Cost</th>
<th>Ad Location</th>
<th>Format</th>
<th>QTY Discount</th>
<th>Listing Includes</th>
</tr>
</thead>
</table>
| Showcase Business Listing | $250 per year per guide OR $20 per month per guide | Above Basic Business Listings in individual guides | Text and logo   | Contact us for information | • Featured above Basic Listings  
• Business name  
• Address  
• Phone #  
• 100 words  
* Logo image  
* Website link  
* Map link & more |
| Basic Business Listing    | $150 per year per guide OR $12 per month per guide | Below Showcase Business Listings and alphabetical order | Text            | Contact us for information | * Business name  
* Address  
* Phone #  
* Website link |
## Social Media, Blog, & Email Advertising

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Cost</th>
<th>Ad Location</th>
<th>Size</th>
<th>QTY Discount</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Advertising</td>
<td>$150 per month</td>
<td>Twitter.com/atlantamoms Facebook.com/atlantamoms</td>
<td>Varies by social network</td>
<td>N/A</td>
<td>text</td>
</tr>
<tr>
<td>Event Calendar Advertising</td>
<td>$150 per month OR $25 per event</td>
<td>Relevant calendar page</td>
<td>Does not apply</td>
<td>May be included free with Showcase Business Listing purchase</td>
<td>text</td>
</tr>
<tr>
<td>Email Newsletter Ad</td>
<td>$50 per issue OR $40 per issue for 3+ issues</td>
<td>In newsletter body</td>
<td>200x200 image OR 30 words</td>
<td>N/A</td>
<td>.gif, .jpg, or text</td>
</tr>
<tr>
<td>Sponsored Blog Post</td>
<td>$150 per blog post</td>
<td>Featured on our blog homepage for 2 weeks, in our email newsletter and on our social media pages</td>
<td>text</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Blog Post - Slideshow Feature</td>
<td>$25 per blog post (on top of $150 blog post fee)</td>
<td>Your blog post will be featured in the slideshow on our homepage for one week</td>
<td>Image and blog post title</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>
a - run of site leaderboard banner ad (728x90 pixels)
b - run of site large button ad (300x250 pixels)
c - featured blog post in slideshow
d - featured blog post in highlight list
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