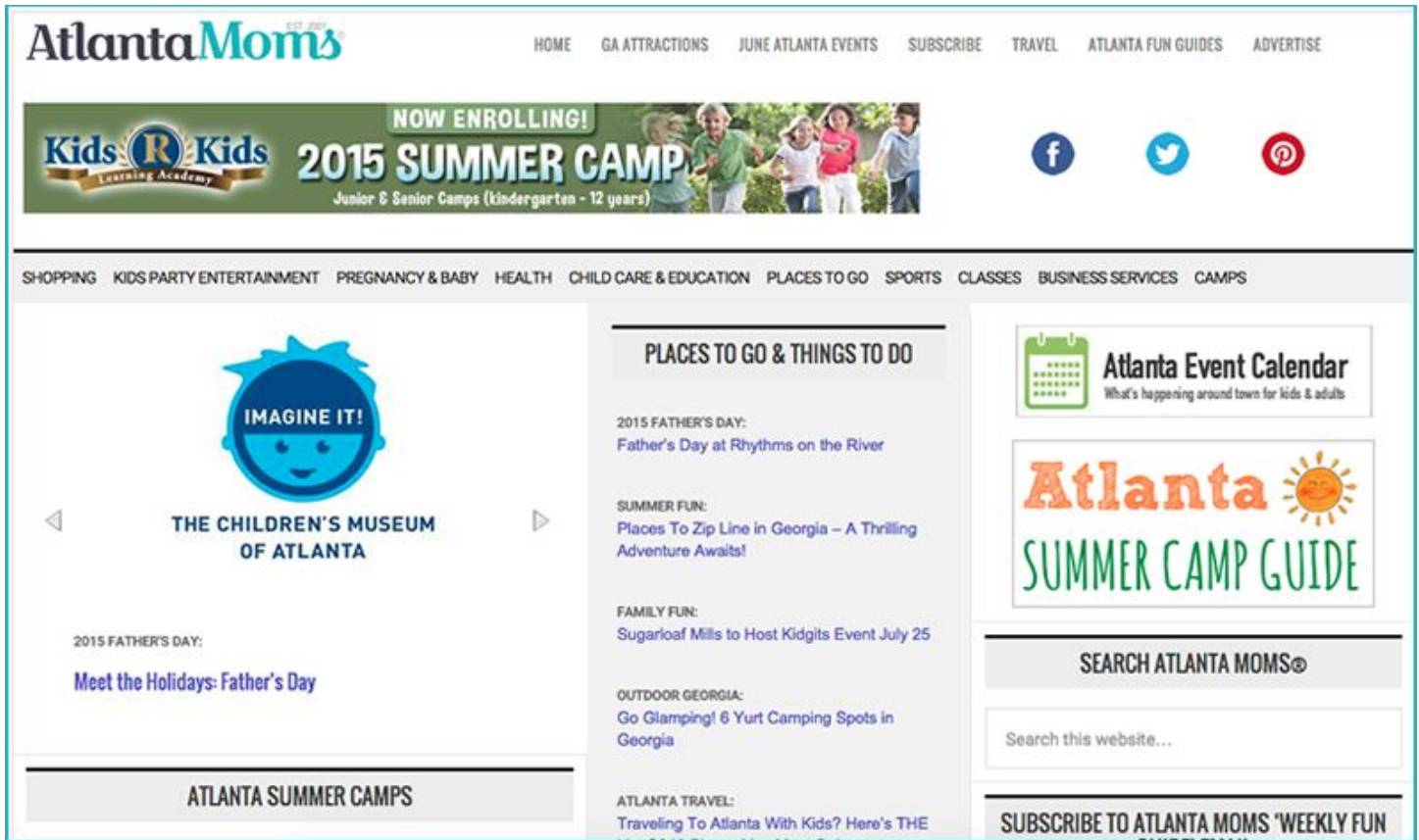




AtlantaMoms.com is an established parenting website with a 13-year track record of working with local and national businesses to increase exposure and sales via online advertising and social media since 2001..

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

### **Statistics and Demographics:**

- Average monthly views/impressions // 650k
- Average monthly visits // 93k
- Average pages per visit & time on site // 4/6.23
- Email Newsletter Subscribers // 3,617

### **Social Media Statistics:**

- Facebook - atlantamoms // 3,915 Fans
- Twitter - atlantamoms // 5,759 Followers
- Instagram - mommyinsider // 571 followers
- Pinterest - atlantamoms // 480 followers

## 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

#### Family Adventure



Geocaching Adventure at Callaway Gardens in Pine Mountain, Georgia

#### Kids Events & Places To Go



Bite Into a Gourmet Cupcake at an Atlanta Cupcake Bakery!



The Parent's Guide to Hurricane Harbor at Six Flags Over Georgia



Places To Zip Line in Georgia - A Thrilling Adventure Awaits!



Radio Disney LIVE! Fueled by DOLE Fruit Squish'ems Heads to the Back-to-School Bash

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REACH AND ENGAGE AFFLUENT & ACTIVE GEORGIA PARENTS WITH OUR CUSTOM ADVERTISING SOLUTIONS

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# ADVERTISING SOLUTIONS OVERVIEW

## Display Advertising

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

## Annual & Monthly **Business Listings**

Advertisement	Cost	Ad Location	Format	QTY Discount	Listing Includes
<b>Showcase Business Listing</b>	\$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	<ul style="list-style-type: none"> <li>• Featured above Basic Listings</li> <li>• Business name</li> <li>• Address</li> <li>• Phone #</li> <li>• <b>100 words</b></li> <li>* <b>Logo image</b></li> <li>* Website link</li> <li>* Map link &amp; more</li> </ul>
<b>Basic Business Listing</b>	\$150 per year per guide OR \$12 per month per guide	Below Showcase Business Listings and alphabetical order	Text	Contact us for information	<ul style="list-style-type: none"> <li>* Business name</li> <li>* Address</li> <li>* Phone #</li> <li>* Website link</li> </ul>

## Social Media, Blog, & Email Advertising

<u>Advertisement</u>	<u>Cost</u>	<u>Ad Location</u>	<u>Size</u>	<u>QTY Discount</u>	<u>Format</u>
<b>Social Media Advertising</b>	\$150 per month	Twitter.com/atlantamoms Facebook.com/atlantamoms	Varies by social network	N/A	text
<b>Event Calendar Advertising</b>	\$150 per month OR \$25 per event	Relevant calendar page	Does not apply	May be included free with Showcase Business Listing purchase	text
<b>Email Newsletter Ad</b>	\$50 per issue or \$40 per issue for 3+ issues	In newsletter body	200x200 image OR 30 words	N/A	.gif, .jpg, or text
<b>Sponsored Blog Post</b>	\$150 per blog post	Featured on our blog homepage for 2 weeks, in our email newsletter and on our social media pages	text		<ul style="list-style-type: none"> <li>• 300-1000 words</li> <li>* Image</li> <li>* Website link</li> </ul>
<b>Sponsored Blog Post - Slideshow Feature</b>	\$25 per blog post (on top of \$150 blog post fee)	Your blog post will be featured in the slideshow on our homepage for one week	Image and blog post title	N/A	

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

The screenshot displays the AtlantaMoms.com website interface. At the top, there is a navigation bar with links for HOME, GA ATTRACTIONS, JUNE ATLANTA EVENTS, SUBSCRIBE, TRAVEL, ATLANTA FUN GUIDES, and ADVERTISE. A large banner ad (a) for 'Kids R Kids Learning Academy 2015 SUMMER CAMP' is prominently featured, with a call to action 'NOW ENROLLING!' and details for Junior & Senior Camps (Kindergarten - 12 years). Social media icons for Facebook, Twitter, and Pinterest are visible to the right of the banner.

Below the banner is a secondary navigation bar with categories like SHOPPING, KIDS PARTY ENTERTAINMENT, PREGNANCY & BABY, HEALTH, CHILD CARE & EDUCATION, PLACES TO GO, SPORTS, CLASSES, BUSINESS SERVICES, and CAMPS. A featured blog post in a slideshow (c) shows a man in an orange shirt with text overlays: 'Father's Day Special 20% Off!', 'It's sunny & hot outside! - SUN OUT!', and 'Blufford'. Below the slideshow, a featured blog post in a highlight list (d) is titled '2015 FATHER'S DAY: 20% Off At Treetop Quest Father's Day'.

The main content area is divided into several sections. On the left, there is a 'PLACES TO GO & THINGS TO DO' section (d) listing various summer fun activities such as '5 Mini-Vacation Ideas For Families in the South', '2015 FATHER'S DAY: 20% Off At Treetop Quest Father's Day', 'Atlanta Area Paintball Fields and Indoor Paintball Places', '5 Places to Water Tube within 2-Hours of Atlanta!', 'Helping Your Child Understand Family Financial Challenges', 'Chill Out With King of Pops at Avalon This Summer', 'FREE Personalized Child Safety Kits During Operation Kidsafe Safety Week at Jim Ellis VW Kennesaw June 8-13 2015', 'Father's Day at Rhythms on the River', 'Scully Slimy Spectacular Now Open at Zoo Atlanta!', and 'Show Dad He's a Superhero at Fernbank Museum of Natural History's Superhero Day'. Below this is a 'PARENTING' section with tips on developing a daily sleep routine and summer safety tips.

On the right side, there is an 'Atlanta Event Calendar' section, a 'SEARCH ATLANTA MOMS®' search bar, and a 'SUBSCRIBE!' form with fields for 'Email Address' and 'Postal / Zip Code', and a 'SUBSCRIBE' button. Below the search bar is a 'Creative Career Academy' advertisement (b) for '2015 Summer Camps' in Roswell, offering activities like Video Game Design, Fashion Design, Mobile App Design, and Digital Film/Acting, with a \$10 off registration discount. At the bottom right, there is a 'Now Enrolling for Summer HORSE CAMP!' advertisement.

At the bottom of the page, there is a list of 'ATLANTA SUMMER CAMPS' with logos and titles for various camps, including 'Atlanta's Best Soccer Camp: Future Stars Soccer Academy', '2015 Atlanta Summer Camp: Brain Juice Bounce + STEM Summer Camp at digitechU', '2015 Atlanta Summer Camp: Gwinnett Young Singers Music Camp', '2015 Atlanta Summer Camp: Bricks 4 Kidz', '2015 Atlanta Summer Camp: Engineering for Kids of Metro Atlanta', and 'CAMP: X-Treme Summer Camp by Bright Horizons'.

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