



ESSEX MUMS RATE CARD

Essex Mums reaches an audience of more than 6000 unique users across Essex every month, who make around 90,000 page impressions. Based on internet averages, essexmums.org is visited more frequently by **females** who are in the age range **25-34**, have **children**, have a **graduate degree** and browse this site from **home**. (Source and more info at Alexa.com: <http://www.alexa.com/siteinfo/essexmums.org#>)

MAIN ADS:

Ad Type	One Month	Three Months	Six Months	Twelve Months
Top Banner	60	160	300	500
Bottom Banner	30	80	130	240
Featured Ad	45	135	250	450
Under Banner	40	115	220	400
Forum Ad	25	70	130	250

MORE INFO:

Top Banner: Appears on every page next to the Essex Mums banner and rotates with up to ten other spots. (400x160px)

Bottom banner: Appears in the footer of every page and rotates with up to ten other spots (1000x200px)

Featured: Static ad at top left of homepage. (250x175px)

Under banner: Static ad at top right of homepage. Small but very visible spot. (220x105px)

Forum Ad: Ads to the right of forum index. Can book multiple squares to make a larger skyscraper banner.

NEWSLETTER:

Ad Type	One Month	Three Months	Six Months	Twelve Months
Top Placement	20	55	110	200
Middle	15	42.50	80	150
Bottom	10	30	55	100

Goes out once a month to just under 5000 subscribers. Multiple spots available in each price range.

OTHER OPPORTUNITIES:

Ad Type	Description
Newsletter ads	Goes out once a month to over 2500 subscribers - £5/£15/£20 spots available depending on placement
Directory listing	Budget – free , Standard - £15, Premium - £20 – one off payment for lifetime listing: www.essexmums.org/directory.html
Forum Sponsorship	£20 a year to post as often as you like in the sponsors forum: http://www.essexmums.org/forum/viewforum.php?f=34
Business Opportunities	One off payment of £25 for lifetime listing with exclusivity, or £10 for listing without exclusivity: http://www.essexmums.org/forum/viewforum.php?f=55
Children's Parties	One off payment of £15 for lifetime listing: http://www.essexmums.org/forum/viewforum.php?f=52

SHOPPING GUIDE:

Finally, there is the Alternative Shopping Guide: www.essexmums.org/shoppingguide.html . This is an opportunity to advertise your online shop or service at a very low rate. From 2012, the cost is £35 until the end of the year, or £60 until the end of 2012 and gives you the opportunity to list your company in one main category and up to five subcategories, and to list five products in the Product Guide: www.essexmums.org/products

Over the Christmas period there is the opportunity to run a main guide ad for £5 and to list individual products for just a pound per product.

Let me know if you're interested in one of these - I'm more than happy to help you put something together and can offer further discounts on ads taken out in conjunction with each other.

Kind regards
Louise