

# mamalode®

## ADVERTISING RATE SHEET - *digital*

### *premium banner advertising*

#### **WEBSITE**

4 spots | 300x600

¼ share of voice | 20,000+ impressions

\$300/mo. or 3 mos. for \$750

6 spots | 300x250

1/6 share of voice | 13,000+ impressions

\$200/mo. or 3 mos. for \$450

#### **EMAIL**

2 spots | 300x250 | ½ share of voice

3,500 current weekly subscribers, avg. open rate 21%

\$100/4 ads (used in one month or over

3 month period)

#### **MOBILE**

1 spot - 320x50 | Above the fold

1/6 share of voice | 15,000+ impressions

\$200/mo. or 3 mos. for \$450

Advertisers who purchase a website or mobile banner ad for 3 mos. are eligible for a **10%** discount on any additional banner ad buys in 2015.



Monthly sponsors are also eligible for a **20%** discount on any premium banner ads purchased at the same time and a **15%** discount on sponsorship of Mother's Day Eve® in 2015.

### *exclusive monthly theme sponsorship*

- ▶ Website, Social Media & Email
- ▶ Monthly theme/cover branding (all web, email, social)
- ▶ Weekly consulting calls
- ▶ Digital promotion prior to sponsored month
- ▶ Above the fold banner ad
- ▶ Blog post/endorsement of WHY this partnership
- ▶ Footer ad (permanent, attached to every story published on **mamalode.com** that month)
- ▶ Features in 4 weekly emails
- ▶ 1 giveaway/campaign
- ▶ Written performance report

\*Contact us at [ads@mamalode.com](mailto:ads@mamalode.com) for rates.



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EVENTS & CUSTOM CONTENT



## *mother's day eve® sponsor*

- ▶ One national giveaway via **mamalode** website and social media (to party thrower day of or party attendee the week following)
- ▶ Presentation as sponsor (w/200x200 logo) on all promotional materials and platforms leading up to, on night of and following series of events.
- ▶ Presentation as sponsor in email promotions of event.
- ▶ **mamalode** has a dedicated national **Mother's Day Eve®** Facebook event page in addition to the **mamalode** website and **mamalode** social media (Facebook, Twitter, Instagram, LinkedIn, YouTube, Vimeo).

\$1000

## *custom content marketing*

For development of custom **mamalode** content for print or digital products, email us at [ads@mamalode.com](mailto:ads@mamalode.com).

