

***Working Moms Only
Advertising Information***

Working Moms Only Advertising Info

WorkingMomsOnly.com is geared toward working women with children who are motivated to create the best life possible for themselves and their families. The average readers are college educated, working females between the ages of 35-54 with 1-3 children at home. They are interested in making money, staying healthy, balancing their home life and their career, and bettering their relationships at home and in their personal life.

Demographics of the site are:

Alexa Ranking	47,820
Twitter Followers	5,557
Facebook Fans	1,284

WorkingMomsOnly offers multiple ways to build your brand and get your message to our large and very loyal readership.

Types of Ads:

600x100 Premium Ad Sponsorship

The 600x100 ad appears on the top of every page, right below the WorkingMomsOnly logo. Only three ad rotations are available. The banner can not be bigger than 30k in size. Animation is allowed but flash banners are not.

300x250 Embedded Ad Sponsorship

The 300x250 ad is embedded into the sidebar of all pages in the site. Your ad will go into rotation with nine other banners. You may purchase more rotations if you wish your ad to show up more often.

600x80 Embedded Ad Sponsorship

The 600x80 ad is embedded at the bottom of the homepage. Your ad will go into rotation with 3 other ads. You may purchase more rotations if you wish your ad to show up more often.

Social Media Sponsorship

WorkingMomsOnly offers a wide variety of opportunities to gain exposure through our social media outlets. Your message can be tweeted to our Twitter followers, posted on our Facebook fanpage, and added to our Sponsored News Page on our site. We write all of our tweets and posts with the goal of having it retweeted or reposted by our followers.

WorkingMomsOnly.com Advertising Rates

A Top Rotating Banner Ad (Home Page)

Rotates on the home page of the WorkingMomsOnly.com site.

Measurements – **600×100**

\$550 per month

B Right Sidebar Banner Ad (Home Page)

Rotates on the right side on the home page. Viewable above the fold.

Measurements – **300×250**

\$450 per month

C Top Rotating Banner Ad (Inside Pages)

Rotates on the ALL of the WorkingMomsOnly.com site.

Measurements – **600×100**

\$375 per month

D Right Sidebar Banner Ad (All Inside Page)

Rotates on the right side on the home page. Viewable above the fold.

Measurements – **350×250**

\$275 per month

E Footer Banner (Home Page)

Bottom banner on homepage

Measurements – **600×80**

\$150 per month

F Resources Ad (Resources Page)

Hosts a list of recommended companies that provide valuable services and product to the working mom's community.

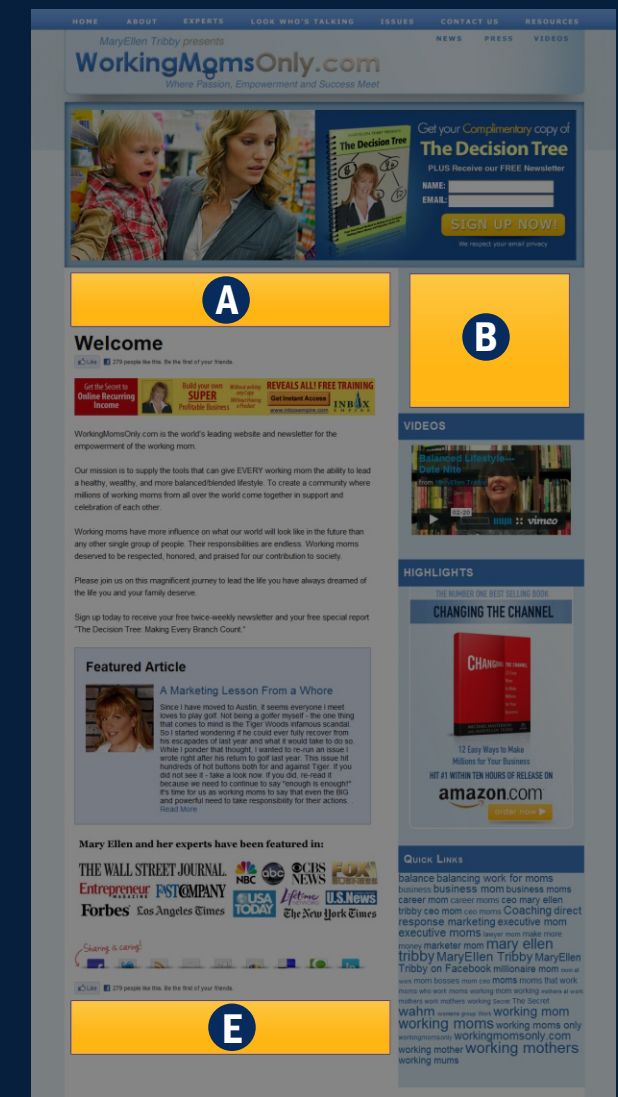
Includes Thumbnail Graphic and Text Description of Company

Measurements – **150×150 , 150×200**

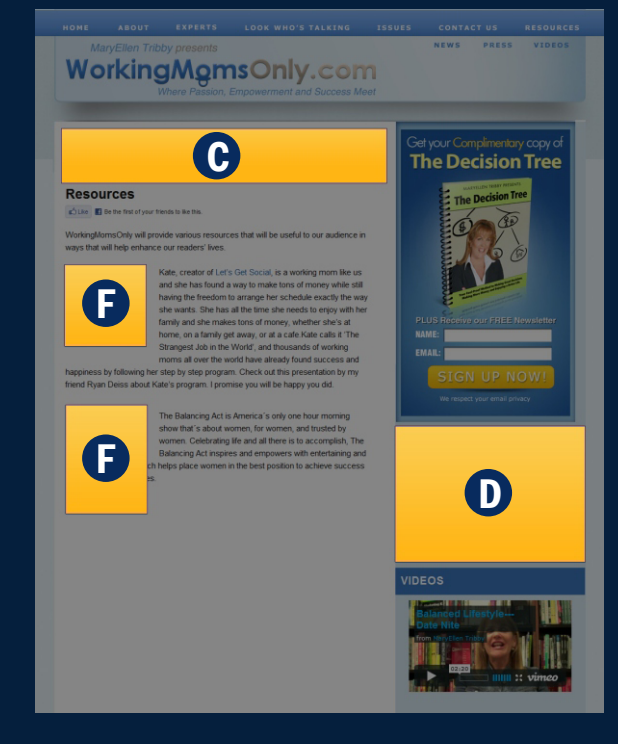
Text Ad – 70 to 140 words

\$175 per month

MOCKUP 1.A



MOCKUP 1.B



WorkingMomsOnly.com Advertising Rates

G E-Newsletter Pack 1

One banner at top side bar and one at bottom of newsletter

Measurements – **210×100 and 570×100**

\$250 per email

H E-Newsletter Pack 2

4 emails with one banner at top side bar and One at bottom of newsletter

Measurements – **210×100 and 570×100**

\$750 per 4 Emails

Sponsored Tweets

We write our own tweets to maximize retweets and traffic

\$95 per Tweet

Sponsored Posts

Placed on news section of site.
We will edit to improve CTR

\$125 per 300-500 words

DEMOGRAPHICS

Age of Audience

33% 18-34
32% 35-49
24% 50+

Household Income

23% \$30-\$60k
20% \$60-100k
41% \$100k

Education Level

44% College Graduate
21% Post Grad
35% HS Grad

49% of Visitors are Regulars
42% are New Visitors

MOCKUP 2

The mockup shows the homepage of WorkingMomsOnly.com. At the top, there's a header with the site name and tagline. Below the header, the main content area features a large article titled "7 Mistakes Parents Make When Choosing Driver Education" by Patrick Barrett. To the right of the article is a sidebar with a "G&H" logo, social media links (Facebook, Twitter, YouTube), and a "Working Mom Of The Month" section. Below the article, there's a "Coming Soon" section for the next "Working Mom Of The Month". At the bottom, there's a "What did you think of this Article?" section with a Facebook share button and a "Click Here to Introduce Yourself to the Working Moms Only Community!" button. The footer contains contact information and a disclaimer.

MaryEllen Tribby presents
WorkingMomsOnly.com
Where Passion, Empowerment and Success Meet

Issue #146 - Thursday, June 2, 2011

Dear Shane,

In today's main essay Working Moms Only guest expert contributor Patrick Barrett sets the record straight when it comes to your kids literally taking the wheel.

Also in this issue . . .

If you don't know where to start when looking for the best driver's education course for your son or daughter, today's **Check It Out** is for you. And some things never change but many should, so please see how my **Quick Tip** can help your business.

I hope you enjoy this issue of Working Moms Only.
Cheers,
ME

G&H

Connect With WorkingMomsOnly

Facebook Twitter YouTube

Working Mom Of The Month

Coming Soon
Working Mom Of The Month
You Could be the next Working Mom Of The Month!

7 Mistakes Parents Make When Choosing Driver Education
By Patrick Barrett

#1 Trust the State to Establish Standards for Safe Drivers

We were brought up to trust police officers and firefighters. They were our neighbors. My mom used to tell me that if I was lost or in trouble to look for a police officer - they would help.

Many schools fall into the same trap. What trap is that? The trap that comes from having a course that is "time-based" versus one that is "mastery-based".

Unfortunately, what you can expect to get from a typical driving school is a student who ends up knowing just enough to be dangerous!! (And, that's no joke!) So, do your homework and make sure your child gets the good grade.

G&H

What did you think of this Article?
JOIN THE DISCUSSION HERE!

Click Here to Introduce Yourself to the Working Moms Only Community!

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