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## 2016 MEDIA KIT

**Hooray for Moms** – a mom's guide to...everything! Featuring articles on parenting, kids, travel, home, health, pregnancy, food and more. Our readers enjoy the humorous anecdotes and lessons learned from other moms, information regarding kids' and adults' health, tips and ideas for travel and family fun, and delicious recipes that are both mom- and kid-approved.

By advertising on Hoorayformoms.com, you're not only reaching an interested and responsive audience on the site, you're also reaching a social media following that is both listening and active.

### ADVERTISING OPPORTUNITIES

#### PACKAGE 1

- Top banner ad (728x90) – appears at the top of every page
- Social media marketing – 8x shout-outs on Twitter, 8x shout-outs on Facebook

#### PACKAGE 2

- Bottom Banner ad (728x90) – appears at the bottom of every page
- Social media marketing – 8x shout-outs on Twitter, 8x shout-outs on Facebook

#### PACKAGE 3

- Large web ad (200x300) – appears on the right side of every page
- Social media marketing – 8x shout-outs on Twitter, 8x shout-outs on Facebook

#### PACKAGE 4

- Small web ad (125x125) – appears on the right side of every page
- Social media marketing – 8x shout-outs on Twitter, 8x shout-outs on Facebook

#### PACKAGE 5

- Sponsored content – advertiser provides article (min. 350 words) and advertiser's logo appears at the top of the article
- Social media marketing – article is posted to Twitter at least 16x, article is posted to Facebook 2x

#### PACKAGE 6

- Social media marketing only – 8x shout-outs on Twitter, 8x shout-outs on Facebook

\*All ads may rotate with up to three others on an evenly weighted basis

★ **Multiple month discounts are available!** Book 2 or more months and receive 15% off your total order.

Ready to spread the word about your company to the right people?!

Contact us at: [advertisingHFM@gmail.com](mailto:advertisingHFM@gmail.com)

*Invoice must be paid in full prior to ad going live.*

