



Social Media Posts

Media	Notes	Pricing
Dedicated Post	1 post across our Facebook, Instagram and Twitter. 2,048w x 2,048h photo at 125 DPI, plus a 280 character or less post.	\$395

ParentingOC.com Rates

Website Ads

Media	Media Locations	Specs	Monthly Rate
Top Banner	Rotates across website	728w x 90h	\$375
Category Banner	Rotates above content on chosen category page(s)	728w x 90h	\$335
Footer Banner	Rotates across website	728w x 90h	\$275
Sponsor Banner Package	Includes two web ads: Large banner on sponsored page, and a category banner across the site.	970w x 250h	\$775

e-Blasts

Reach our Newsletter Audience

Media	Notes	Monthly Rate
Unique e-Blast (Newsletter List)	Reach our audience	\$695
e-Blast Follow-up	Redrop a campaign to those who viewed the first outreach	\$325
Group e-Blast	8 clients per blast. 1 image (300w x 250h) and 75 words	\$325
Geo-Targeted e-Blast	20,000 min. customized demographics	\$50/thousand

e-Newsletter Rates

Media	Specs	Rate Per ENL
Banner	728w x 90h	\$185
Spotlight	100 Words + Image	\$350
Footer Banner	728w x 90h	\$165

Events and Family Fun e-Newsletter Rates

Media	Specs	Rate Per ENL
Banner	728w x 90h	\$185
Skyscraper	300w x 250h	\$165
Spotlight	100 Words + Image	\$350
Footer Banner	728w x 90h	\$165

Digital Media Bundles

e-Blast Add-ons: 2 Social Media Posts and/or Banner Ads	Combine 2 other online products with a unique e-Blast and save 10% on your pricing
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NOTE: All online campaigns require a three-month minimum. Listings and Client Page campaigns to be paid in advance. File types: .jpg, .gif web ready images, 72 DPI.