

SPONSORSHIP PACKAGES

Trying • Pregnant • New Mom
Year to Year • Things to Do • Your Life

Forums • Photos • Events • Member Blogs
Member Directory • Coupons • Resources



newsobserver.com sites reach:

- 38.1% of Triangle working mothers
- 39.2% of Triangle women with children under the age of 6 in the home.
- 43.4% of Triangle women with children ages 6-12 in the home.
- 49% of Triangle women who have purchased children's clothing in the past 4 weeks.
- 44% of women in dual income households that pay for child care for children under the age of 6.

(Media Audit, Raleigh-Durham, August-September 2007.)



Debuts
April 2008!

An online community for Triangle moms of all types.



Why trianglemom2mom?

Your business will benefit by advertising on trianglemom2mom.com! Internet-savvy women who influence household buying decisions will make up the site membership. Whether trying to conceive, pregnant, or a new mom, trianglemom2mom.com will be the leading source of information for Moms in the Triangle. Moms can come and connect with other Moms, find out about kid-friendly events in the area, share photos, post their own blog, and receive parenting advice from the community as well as experts. An extensive resource area will also be featured making trianglemom2mom.com the premier destination for all things Mom in the Triangle!

powered by The News & Observer



part of the



6 Section Sponsorship Categories Available:

Trying • Pregnant • New Mom
Year to Year • Things to Do • Your Life



The screenshot shows the homepage of triangle mom2mom. At the top, there's a navigation bar with links for forums, photos, events, blog, directory, coupons, resources, faq, and about us. Below that, a search bar and user profile options are visible. The main content area is divided into several sections: 'what's happening' with a calendar for February 16th, 'featured blogs' with articles like 'Entrepreneur Mom' and 'The 36-Hour Day', 'resources' including 'Doctor List' and 'Maternity Clothes', and 'coupons' with a list of various retailers. There are also 'quick links', 'membership' options, and 'part of the triangle.com network' listed at the bottom.

Sponsorship Includes:

A 'Sponsored By' graphical link on category section headers. Graphical link will appear on every page in that category section.

One email communication to registered users in that category per month. Identity is established at point of registration (i.e Which best describes you? Trying, Pregnant, New Mom, Already A Mom)

One rich media Corner Peel ad on the trianglemom2mom.com home page each month. Additional Corner Peel ads can be purchased at a 50% discount.

Value-Added: A listing on the Coupon/Special Offer Page each-month at no charge. (\$50 value.)

Launch incentive: Sponsor recognition at the May 10th Site Kickoff Launch Event.

All design work included.

Includes link to your site.

This screenshot shows the same homepage as above, but with the 'coupons' section expanded. It features a list of 30 different retailers, each with a small image of a coupon and a 'Buy Now' button. The retailers include Southern Season, Allen Tate Realtors, Antiques & Imports, A Toast to the Triangle, All Good Construction Co., Apex Chamber of Commerce, A&J Automotive, Allstate, Aquatic Creations, AAA Carolina Motor Club, Alltel, ARS Service Express, Ackland Museum, Amazing Spaces, Ashworth Pharmacy, Addie Early Tomlinson, Ambassador Entertainment, Ashworth's Inc., Al Vinson, Ambiente Furniture, Atlantic Avenue Orchid, ALDI Foods, America's Mattress-Piquay, Atlantic Tire, Alexander's Sewing Center, American Music Jubilee, Atlantic Towers, Alford Mechanical Heating, American Sampler, Auction Direct, All Around Pet Sitters, Amserfint Direct, Audio Video One, All Engagements, Andrews & Hamilton Co., and Azure Grille.

Annual Sponsor: \$5,000/month
6-Month Sponsor: \$6,000/month
3-Month Sponsor: \$7,000/month

The coupon sample is for Aquatic Creations Group, Inc. It features a blue background with a yellow fish illustration. The text reads: 'Grand Opening Special! 25% of any item'. Below that, it says 'Expires 4/30/08. Code M2M01.' The coupon is framed with a decorative border.

All online campaigns apply towards fulfillment of N&O Dollar Volume contracts.