

## **Makeover Momma.com**

### **Media, Advertising, Sponsor, Marketing Kit**

**How would you like for your company, products, services and brands to reach, penetrate and strike at the warm and welcoming heart of over 4 million new American moms?**

How would you like to introduce your “unique selling proposition” to a focused and identifiable direct annual market universe of 83 millions mom’s of new infants and children, spanning both Generation X and Generation Y?

How can you communicate and build an enduring exposure to (and relationship with) a powerful, lucrative and internet centric brand conscious market of mom’s with new babies and toddlers and ideal consumer profiles:

- 40% of new moms are under age 30 (median age is 31).
- 74% have some college education, while 42% are college graduates.
- 82% have been married an average of 6 years
- 52% are employed or on maternity leave
- Median household income of \$50,000.
- 77% own their own homes.

How would you like to address and establish a brand position with new mom’s support network of caring and sensitive husbands, siblings, grandparents, friends, co-workers, neighbors and market universe of gift-givers well over 160 million consumers?

**Makeover Momma.com is how.**

Makeover Momma.com is a trusted, respected and “go to” source, voice and social community for new mom’s who want to look and feel like a million.

Makeover Momma.com can connect your brand to women who want to be fit, fashionable and fabulous after kids.

Makeover Momma.com can offer your brand a unique low cost and effective marketing channel to the desirous new mom market.

For more information, **CONTACT US.**

1. Source: 2009 US Bureau Statistics
2. Source: American Baby Group

## Makeover Momma.com Advertising

Makeover Momma.com allows an attractive, low-cost and affordable advertising (link) program for approved mom products, services, website link and brands.

### Makeover Momma Basic Advertising Campaign

#### Advertising Space We Offer:

- [Homepage](#)
- [Makeover Momma Blog](#)
- [Fitness Momma](#)
- [Beauty Momma](#)
- [Nutrition Momma](#)
- [Fashion Momma](#)

#### Arrival and Rotating Major Section Banner Display Advertising:

- **Level 1:** Want to test out your ads on a powerful new mom market, but are unable to commit to an extended frequency/retention program at high prices? We offer rotating side-bar banner ads that let you split the cost with 2 additional advertisers.
  - You receive a third of the views
  - Placement: Right side bar
  - Cost:
    - 30 Day Campaign: \$15 per month
    - 60 Day Campaign: \$13 per month
    - 90 Day Campaign: \$11 Month
    - 6 Month Campaign: \$10 Month
- **Level 2:** Want prime placement with a side banner? Want to rotate your own ads, to give readers fresh content and reasons to visit your brand?
  - Placement: Full right side banner
  - Cost:
    - 30 Day Campaign: \$17 per month
    - 60 Day Campaign: \$16 per month
    - 90 Day Campaign: \$15 per month
    - 6 Month Campaign: \$13 per month

- **Level 3:**
- Placement: Footer
  - Cost:
  - 30 Day Campaign: \$18 per month
  - 60 Day Campaign: \$16 per month
  - 90 Day Campaign: \$17 per month
  - 6 Month Campaign: \$15 per month
  
- **Level 4:**
- Placement: Header
  - Cost:
  - 30 Day Campaign: \$20 per month
  - 60 Day Campaign: \$19 per month
  - 90 Day Campaign: \$18 per month
  - 6 Month Campaign: \$17 per month
  
- **Level 5: Want to own the advertising space for an entire page of Makeover Momma.com?**
  - Placement: Header, Footer and Right Side banner ad placement
  - Cost:
  - 30 Day Campaign: \$50 per month
  - 60 Day Campaign: \$48 per month
  - 90 Day Campaign: \$47 per month
  - 6 Month Campaign: 45 per month

#### **Advertising Campaign Management Program**

1. Each banner ad and promotion to be presented and approved
2. Each banner ad promotion may be changed up to pre-agree frequency, but not more than every two weeks to gain promotional retention.
3. Each banner ad and promotional incentive ad link to return to Makeover Momma.com
4. Banner ad and promotion products and services do not require Makeover Momma.com pre-test, certification and endorsement and is prohibited from any such marketing claim.

## **Makeover Momma.com Integrated Marketing Campaign**

**Makeover Momma.com offers a unique, integrated vertical marketing campaign select companies, products, services and brands.**

The vertical integrated marketing campaign requires that company products and/or services must submit each campaign products or service to Makeover Momma.com for test, evaluation, appraisal, comment and acceptance.

If our free new mom test process meets Makeover Momma.com approval, analysis and endorsement, the product and/or service is eligible for admittance to Makeover Momma.com authorized vertical integrated marketing campaign.

**Makeover Momma.com vertical marketing campaign includes the following elements and/or components:**

- Makeover Momma.com advertising: **Level 5**
- Makeover Momma.com published review, promotional video tutorial and archival retrieval
- Accompanying social media “buzz” via Twitter, Facebook, You Tube and other forms of new media
- Makeover Momma.com incentive e-commerce, retail sale, contest and discount trial promotions
- Makeover Momma.com email outreach campaign to promote the integrated marketing client product/service with Makeover Momma.com
- Makeover Momma.com electronic news release, announcement, etc.
- Makeover Moma.com official, authorize “Seal Of Approval” entitle endorsement to be used, applied and promoted by the integrated marketing client.
- Makeover Momma.com integrated marketing, consulting creative development process webinar or seminar on continued digital new media, social network campaign expansion.

Additional ideas such as hosting events, blogger conference involvement, Twitter parties (and many other ways to organically and authentically promote your brand) can be discussed.

### **Makeover Momma.com Integrated Marketing Campaign Cost**

- FREE new mom test, evaluation, analysis and report
- **90 Day Campaign:**
  - Level 5 advertising space on Makeover Momma.com (for three months, you are saving almost \$100's of dollars on advertising alone!)
  - Initial review and video tutorial

- Monthly post showcasing a new aspect of your brand, product, services using integrated form of promotion such as Whrri, You Tube and McLinky.
- Social media promotion via Twitter, Facebook (Twitter party hosting and other incentives can be discussed)
- Contest and giveaway hosting and involvement
- Email outreach
- News release
- "Official" certified Makeover Momma.com seal
- E-commerce sales/contest campaign
- Consulting program

**Cost: \$180**

- **120 Day Campaign:** Includes all of the above- \$200
  
- **180 Day Campaign:** Includes all of the above- \$300