

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: \$30 per month (....that's only a \$1 a day!)
 - 60 Day Campaign: \$28 per month (...that's only .93 a day!)
 - 90 Day Campaign: \$27 Month (...that's only .90 a day!)
 - 6 Month Campaign: \$25 Month (...that's only .83 a day!)
- **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: \$60 per month
 - 60 Day Campaign: \$58 per month
 - 90 Day Campaign: \$57 per month
 - 6 Month Campaign: \$55 per month

- **Level 3:**
- Placement: Footer
 - Cost:
 - 30 Day Campaign: \$80 per month
 - 60 Day Campaign: \$88 per month
 - 90 Day Campaign: \$87 per month
 - 6 Month Campaign: \$85 per month

- **Level 4:**

- Placement: Header
 - Cost:
 - 30 Day Campaign: \$90 per month
 - 60 Day Campaign: \$98 per month
 - 90 Day Campaign: \$97 per month
 - 6 Month Campaign: \$95 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: \$180 per month
 - 60 Day Campaign: \$188 per month
 - 90 Day Campaign: \$187 per month
 - 6 Month Campaign: \$185 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.