



Reach thousands of local families and build your business through SanDiegoParent.com and the Parent Connection

SanDiegoParent.com and the Parent Connection are excellent and affordable marketing tools that businesses can use to reach thousands of families throughout San Diego County. Parents, grandparents, teachers, and childcare providers throughout San Diego County use SanDiegoParent.com as a 24/7 centralized resource and the Parent Connection as a unique parenting support system where they can easily find information and services to meet their specific needs.

In these tight economic times, can you afford to miss reaching families by not listing?

The Parent Connection and SanDiegoParent.com are the most affordable local advertising available. You'll receive personal attention and the flexibility to change the wording, images and details of your listing at any time at no charge (FREE). We'll work with you to advertise your special events, classes and promotions.

What's the difference between the two advertising choices?

SanDiegoParent.com reaches a broader range which encompasses families with children up to 18 years old.



- Average 492,000 monthly hits
- Average 4,300 unique hits each month
- 48 e-newsletters sent annually
- SanDiegoParent.com sponsors over twenty events annually.
- SanDiegoParent.com lists over 1,200 businesses, resources, schools and programs throughout San Diego county.
- SanDiegoParent.com is visible throughout the community by marketing through articles, healthfairs, community events and links on many websites. Our marketing materials are placed at physicians' offices, dentists, community and recreation centers, preschools, businesses as well and our sponsored events.

The Parent Connection

reaches families with newborns to school-aged children. Each month, the Parent Connection offers specific parenting seminars, parenting classes, support groups, fun family events and hundreds of playgroups.



- There are over 3,000 families that pay to belong to the Parent Connection and who receive a monthly magazine and a monthly e-newsletter.
- An additional 1,500 monthly magazines are distributed through various programs, OB/GYNs, pediatricians, all Scripps Hospitals, community organizations as well as Parent Connection sponsored events.
- Parent Connection events include a Dad's Day Carnival, Fall Harvest Festival, Spring Fantasy Luncheon, two Scrapbooking Retreats, and two full days of scapbooking. These events are attended by hundreds of families.
- Semi-annual Family Swap Meet, a community event that is attended by an average of over 600 member and non-member families.
- Educational parenting seminars.

Reach parents & build your business through SanDiegoParent.com
 SanDiegoParent.com gives parents choices 24/7 by centralizing local resources for babies to teens
 Advertise in our SanDiegoParent.com weekly e-newsletters and reach 7,000+ households. To reserve a space, contact
info@sandiegoparent.com or **858-626-6944**.

January (Monthly: Business Updates & Parent Perks - 1/29)

- 6 Starting Fresh: New Year's Resolution & kids classes
- 13 Families giving Back
- 20 Stay Fit: sports, Fitness, Health & Nutrition
- 27 Mommy Time: Spa, Beauty & Girls Night Out
- Contest/Events: Business Mixer and Disney On Ice
- Note: Scrapbook Marathon 1/16, Start Summer Camp Guide

February (Monthly: Business Update & Parent Perks 2/26)

- 3 Romance & Diapers: Celebrating Valentine's Day
- 10 Baby Teeth to Braces: Dental Tips & Wellness
- 17 Party Planning & Fundraising
- 24 Literacy Awareness: Read Across America
- 26 *Special Issue*: Kids Expo
- Contest/Events: Kids Expo & Panels - 2/27, Sweetheart Contest
- Note: Dental Health & Literacy Awareness, Valentine's Day - 2/14

March (Monthly: Business Update & Parent Perks 3/26)

- 3 Spring Break camps & activities
- 10 Get in the Game: Sports & Registration, Sports Stores
- 17 Choosing Your School: Preschools & Private Schools
- 24 Pregnancy/Newborn Resources
- 31 Easter Eggs & bunnies
- Contest/Events: Photos with Bunnies - 3/5, 3/6 & 3/10 (UTC)
- Note: Daylight Savings - 3/14, St. Patrick's Day - 3/17, Spring Break

April (Monthly: Business Update & Parent Perks 4/30)

- 7 Business Services & Tax Tips
- 14 **CAMPS & SUMMER FUN GUIDE**: events, tutors, sports...
- 16 *Special Issue*: Eco Friendly Families - Earth Day Resources
- 21 Home & Garden: Spring clean, organize & simplify with household services
- 28 Teacher Appreciation
- Contest/Events: Scrapbooking Retreat - 4/23 to 4/25
- Note: Easter - 4/4, Child Abuse & Autism Awareness, TV Turnoff - 4/19 to 4/25

May (Monthly: Business Update & Parent Perks 5/28)

- 5 **Celebrating Moms**: Mother's Day & Mom of the Year
- 12 Parenting Support: Parent Education & Foster Awareness
- 19 Disabilities & Special Needs
- 26 Caps & Gowns: Graduation for Preschool to College
- 31 Camps & Summer Fun Guide (issue 2)
- Contest/Events: Spring Fantasy Luncheon - 5/2
- Note: Teacher Appreciation - 5/3 to 5/7, Mother's Day - 5/9, Imodnarri

June (Monthly: Business Update & Parent Perks 6/25)

- 2 Travel with Kids
- 9 Teen Focus: CIT programs & summer internships
- 16 Dads Batting 1000: Father's Day & Dad of the Year
- 23 Preserving Memories: Photography Resources
- 30 Fireworks & Fun: 4th of July
- Contest/Events: Dad of the Year, Scrapbook Marathon - 6/19
- Note: Father's Day 6/20, Solstice

July (Monthly: Business Update & Parent Perks 7/30)

- 7 Touring San Diego
- 14 Parents Night Out: Evening Childcare, Restaurants, Theatre
- 21 Social Networking & Technology: Parents & Kids

August (Monthly: Business Update & Parent Perks 8/27)

- 4 Protect your child's future: college funds, wills, life insurance
- 11 **BACK TO SCHOOL GUIDE**: Afterschool classes, tutors, supplies, sports & sport retail
- 18 Get in Style & Shop Locally
- 25 Teen Focus: Internships, Activities, College Tips, Drivers Ed
- Contest/Events: World's Largest Playdate - 8/28

September (Monthly: Business Update & Parent Perks 9/24)

- 1 **Getting Into the Groove**: School lunches, Fundraising, Teacher Support
- 6 Back to School (issue 2)
- 8 Celebrating Grandparents
- 15 Baby Madness
- 22 Allowance & Chores: Teaching Our Kids About Saving
- 29 Nutrition Awareness: School Lunches & Meal Planning

October (Monthly: Business Update & Parent Perks 10/29)

- 1 *Special Issue*:
- 8 Finding Mary Poppins: Babysitters & Daycare Providers
- 13 **HALLOWEEN MADNESS**: Events, Costumes Stores, Pumpkins ...
- 20 Character Counts: Parent-Teacher Conferences, Tutoring
- 27 Chicken Soup or Tylenol: Health Tips From Your Doctors
- Contest/Events: Indigo Village Parenting Conference - 10/9
- Note: Halloween 10/31, Cancer Awareness

November (Monthly: Business Update & Parent Perks 11/26)

- 3 Etiquette, Invitations, Holiday Cards & Photos
- 10 Pet Guide
- 17 **HOLIDAY GUIDE**: Events, Tree Lots, Shopping, Event Planners & Rentals, Photographers, Thanksgiving, Church Services, Camps...
- 24 Going Green: And Not Just for the Holidays
- Note: Elections - 11/2, Daylight Savings - 11/7, Thanksgiving - 11/25

December (Monthly: Business Update & Parent Perks 12/31)

- 1 Families Giving Back
- 8 Shop 'til You Drop: Last Minute Gift Ideas
- 15 Christmas Services
- 22 Family Traditions & Post Holiday Clean-up
- Note: Hanukkah - 12/1, Winter Break, Christmas - 12/25

Advertising Prices

Simple Business listing - \$35/year

- You will receive a listing on all applicable pages
- The listing includes: business name, address, phone number and 4 line description.

Basic Business listing - \$365/year (One Dollar a day for a year's worth of exposure)

- You will receive a listing on all applicable pages
- Listing includes: business name, address, phone number & 4-line description. Access to advertise in PARENT PERKS for one year
- You will receive a link back to your site

Premium Business Listing - \$465/year (Great package for those without their own website!)

- Same benefits as the Basic Package.
- You will receive a link to another "personal" page that includes your logo, menu, a more detailed description and/or a schedule.
- The initial set-up fee is \$100 for the personal page.
- Please send an email with the text, logos, photos that you would like on your personal page.

Non-Profit Listing - \$165/year (\$14 month)

- You will receive a listing on all applicable pages.
- The listing includes: business name, address, phone number and 4 line description.
- You will receive a link back to your site.

Child Care Listing - \$100/year (\$8.30 month)

- Same benefits as the Non-Profit Package.
- This is for daycare & preschool programs only.

E-Newsletter Advertising - pricing below

The email newsletter goes out to more than 7,200 families 1-2 times a month.

Two Fee Options:

- Your business logo & 1 line description will be featured, \$250 *OR*
- Paragraph (up to 65 words) on your business without logo, \$200
- Please email your logo in .jpg format.
- If you pre-pay for 6 newsletters - you will receive 15% off.
- If you do not have a paid listing on the site, the fee is \$300 (logo only).
- Fill out online contract to submit your ad and specify *which* month in our comments section.

Special — \$100 for a 3-month Basic Business listing!

For a short time only, we'll be offering a 3-month listing (regular contract is one-year)

Parent Connection Magazine (monthly printed publication)

- Mailed to 3,000+ paid subscribers each month
- Display ads are available in three sizes
 - 2¼" x 3½" Parent Connection members - \$55/mo, \$155/3 months, \$295/6 months, \$570/year
Nonmembers - \$65/month, \$185/3 months, \$355/6 months, \$690/year
 - 4½" x 3½" \$200/ month
 - 4½" x 7½" \$350/month
- Display ads must be tif files or pdf files (with no compression and fonts embedded). 300 dpi, grayscale, IBM formatted. All display ads must be submitted with an 8½" x 11" hard copy.
- The deadline for ad submission is the 25th of the month, two months prior (i.e. May 25 for the July newsletter).

SPONSORSHIPS

Maximum Visibility for Your Advertising Dollars

E-Newsletter Sponsor Package – \$1,500/year

- Exclusive space on 12 e-mail newsletters a year sent out to over 7,200 families in San Diego county
- Your business will be profiled in one of our newsletters
- ALL the benefits of the Basic Business listing
- A newsletter ad includes your business logo, a short description of your business, information about a special you are offering or your camera-ready ad in jpg format [regularly \$125/newsletter issue]
- Fill out an online contract to submit your information or contact us directly for assistance. (logo format is jpg, size is 140w x 160h pixels, ad format size is 140w x 240h pixels)
- 12 newsletter ads timed to benefit your business

Site Sponsor Package – \$3,500/year

- Your logo will be on every page of SanDiegoParent.com with a live link to your website (logo format is jpg, size is 130w x86h pixels)
- Profile article about your organization in one of our e-newsletters
- One parent e-newsletter logo ad per quarter (or option to do an article or tip)
- Two business newsletter ads annually
- ALL the benefits of the Basic Business listing
- Local Sponsors on the site will stand out because regular business listings' logos are only shown in Local Perks.
- Your events will appear on our calendars
- Sponsorship is limited to 6 sponsors per year. Site sponsors have first priority to renew each year.

*We look forward to having you join our network
of businesses and non-profits.*

Combination Printed Magazine & Website Advertising Prices

Parent Connection Member pricing

- Includes all features of the Basic Business Listing plus a $2\frac{1}{4}$ " w \times $3\frac{1}{2}$ "h grayscale ad in the Parent Connection Magazine. All months must run consecutively.
- Pricing is s follows:
 - \$250/3 months
 - \$490/6 months
 - \$950/1 year

Nonmember pricing

- Includes all features of the Basic Business Listing plus a $2\frac{1}{4}$ " w \times $3\frac{1}{2}$ "h grayscale ad in the Parent Connection Magazine. All months must run consecutively.
- Pricing is s follows:
 - \$270/3 months
 - \$510/6 months
 - \$975/1 year

Nonmember pricing

- Includes all features of the Basic Business Listing plus a $3\frac{1}{2}$ " high \times $4\frac{1}{2}$ " wide grayscale ad in the Parent Connection Magazine. All months must run consecutively.
- Pricing is s follows:
 - \$685/3 months
 - \$1245/6 months
 - \$2212/1 year