



E-NEWSLETTER ADVERTISING RATE SHEET

Mothers of Multiples Society is one of the largest twin clubs in the country with over 500 member families. Most members join MOMS when they are pregnant with twins or triplets and stay active until their children start elementary school and some stay involved much longer.

The MOMS e-newsletter is published every month of the year and is sent to our full membership during the last week of the month. The newsletter includes articles on topics relevant to parenting multiples as well as information on MOMS events, activities, playgroups and support groups.

Advertisements come in two sizes and run for either 6 or 12 months:

BUSINESS CARD AD

Horizontal - Pixels: 252w x 144h

Inches: 3.5 w x 2h (72 dpi)

- \$125 for 6 months
- \$200 for 12 months

For member-owned companies

- \$100 for 6 months
- \$175 for 12 months

LARGE AD

Vertical - Pixels: 252 w x 324 h

Inches: 3.5 w x 4.5 h (72 dpi)

- \$250 for 6 months
- \$400 for 12 months

For member-owned companies

- \$200 for 6 months
- \$350 for 12 months

DESIGN FEE

\$40 one-time design fee if artwork is not available. Please email company logo and exact text for ad. Business cards can not be scanned.

WEB SITE LINK

Each advertisement includes a link to a website. Please indicate the URL with your order.

PLACING AN ORDER

Please contact Kim Schmitz at knschmitz1@msn.com, or 720-233-9780, to see a copy of our newsletter or to place an order. **Checks should be made out to MOMS** and sent to Kim at 11538 Pine Hill Way, Parker, CO 80138. Payment is due by the 10th of the month prior. Any advertisements that are not paid in full will be pulled.

Artwork is also due on the 10th to run the following month. Email artwork to Kim Schmitz at knschmitz1@msn.com. No late submissions accepted. Ads must be .gif, .jpg, .jpeg or .png. PDFs can be converted but it would be best to get the original file. No Word documents accepted.

Advertisements will only be accepted from companies that have products or services specifically for children and/or parents, or companies that are member-owned. Due to our nonprofit status we cannot accept advertisements from insurance or travel companies, or credit, debit or similar financial instruments. Ads are placed at the end of the newsletter.

OTHER OPPORTUNITIES

There are also opportunities to reach our membership and over 1500 shoppers at our twice-yearly MOMS Sales. Contact Tara Griffin at tgriffin@syntecit.com. For more information on MOMS and these opportunities, please visit www.mothersofmultiples.com.