



## E-NEWSLETTER ADVERTISING RATE SHEET

Mothers of Multiple Society is one of the largest twin clubs in the country with nearly 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 Sarah Reed at [reed\\_js@q.com](mailto:reed_js@q.com), or 303-745-7768, to see a copy of our newsletter or to place an order. Checks should be made out to MOMS and sent to Sarah at 16123 East Iowa Avenue, Aurora, CO 80017. Payment is due by the 10th of the month prior. Any advertisement that is not paid in full will be pulled.

Artwork is also due on the 10th to run the following month. Email artwork to Sarah Reed at [reed\\_js@q.com](mailto:reed_js@q.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 Kedra at [momskedra@yahoo.com](mailto:momskedra@yahoo.com). Additionally, MOMS is hosting the Colorado Parents of Multiples Convention in 2010 and there will be opportunities to reach state-wide attendees. Contact Kim at [kimharja@gmail.com](mailto:kimharja@gmail.com). For more information on MOMS and these opportunities, please visit [www.mothersofmultiples.com](http://www.mothersofmultiples.com).