

MOPS International Web Sponsorships

MOPS International's website address is **MOPS.org**, and our various e-newsletters allow you to make a lasting impression on our email audience of over 85,000 subscribers, 32,000 MOPS group leaders, and unique visitors to our site. MOPS International provides very limited access to our audience, thus increasing the impact and response of well-designed merchandising and advertising efforts.

E-newsletter Advertising - Cost: \$1,000 per blast, January-August
\$1,500 per blast, September-December (peak season)

Mom-E-Mail

- Weekly themed email sent to approximately 85,000 subscribers
- Email is a featured MOPS International Membership benefit with a high traffic rate
- 65 words with graphic button + hyperlink
- Displayed in the highest click-through position on the page

Leaders Online

- Bi-weekly email sent to all MOPS group leaders (approximately 32,000)
- 65 words with graphic button + hyperlink
- Reaches volume buyers and women who influence, on average, 30 MOPS group members

Both ads include an opening "Thank you..." sentence that promotes your organization and/or specific product while presenting a call-to-action that inspires the audience to act.

Special Themed E-blasts - Cost: \$700 – See discount schedule below **

- Promote your offer* to 85,000 MOPS e-newsletter subscribers—members and leaders
- Includes a logo/graphic and a one-sentence special offer* with a click-through to your website
- Includes a *week-long* link, via our homepage, to your ad! For one week after the actual blast date, we'll have an area on our homepage inviting moms to "See Special Offers From Friends of MOPS International!" that will link to the blast content.
- Eight spots: first-come, first-served; themed offers include "Fun Summer Savings," "Back to School Savings," "Special Christmas Savings," "Special Valentine Offers for Your Sweeties," and "Mother's Day Specials"
- Specs: 240 x 240 pixel jpg. graphic, 20 words, website link

* *Special offer must be an exclusive offer to MOPS moms and appropriate for the theme.*

** *Discount schedule for themed e-blasts:*

Purchase 2 - \$1,300 (Save \$100)

Purchase 3 - \$1,900 (Save \$200)

Purchase 4 - \$2,500 (Save \$300)

Purchase 5 - \$3,000 (Save \$500)

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Web Sponsorship
Opportunities