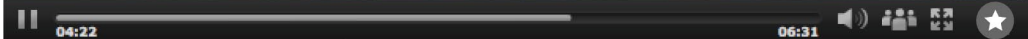




EverydayFamily Product Showcase | Plum organics



BUY

Previous Featured Product Next

WIN THIS PRODUCT!
★ Daily Sweeps
Enter to win up to \$1,000 per day in partner products.
CLICK HERE TO ENTER SWEEPSTAKES

EverydayFamily Cares
Tell us why you, or someone you know should win our monthly prize package.
CLICK HERE TO LEARN MORE

★ FEATURED PRODUCT:
Plum organics
www.plumorganics.com

BUY



100% fruit blends that are perfect for introducing first foods to your budding eater with the purest flavors from real fruit. Using only organic fruit and nothing else, the gently cooked meals are naturally preserved in a convenient, resealable pouch that's perfect for flexible portions. No added sugar, salt, juice, colors or flavors. Convenient, resealable & portable pouch for on the go feeding. 100% BPA-free packaging & child safe, recyclable cap.



Product Videos

Brands Showcased

Categories



Evenflo



Dr. Browns



Plum

Gift Registry

Create your universal gift registry now

EVERYDAYFAMILY.COM GIFT REGISTRY

ALL STORES.
ONE REGISTRY!



ADVERTISEMENT



EverydayFamily
Product Showcase
 2013

Custom Product Showcase & Sweepstakes Opportunity

Partnering with EverydayFamily's 2013 Product Showcase helps you reach over 3 million new and expecting moms for an entire year! By utilizing video, our social media audience, email marketing, promotions and giveaways, you will receive millions of targeted impressions per year, at just a fraction of rate card cost. In addition, links to buy your product will directly increase your sales, as well as the invaluable benefit of editorial from one of the largest and most respected online communities serving new and expecting mothers.

Space is limited to 30 products for the year, so please make your reservation by March 30th to ensure access to this unprecedented opportunity.

★ **EverydayFamily Product Showcase will be a stand-alone EFTV channel. Under the channel we will highlight 8 categories of products, featuring a total of 30 products that we will give away on a monthly basis:**



- On the EverydayFamily Daily Sweeps
- EverydayFamily Cares Product Partnership: In a "Prize Package" to three community members, based on need. Winners to be chosen based on story submissions, with each prize package to be worth \$5k, \$3k and \$1k respectively
- Each video will open with a GFX package featuring the EFTV Product Showcase Logo
- Each video will end with a buy button. Ecommerce link TBD
- Shiloh and guest editors will do a 90-120 second piece on each product
- Below each video will be a review/overview of why we like the product
- Each page will have a "Daily Sweeps" Logo to "Win This Product" up to \$1,000 per day!
- 300x250 slide show to play on each page, branding partners ongoing

★ **15-30 Companies Maximum**

★ **30 Products:** Nursery Products, Baby Care, For Mom, Activities & Play, Feeding, Safety, Diapering, Moms on the Go! (option to change product, but not category at 6-months)

★ **Calendar of giveaway items for 30-days, featuring product images and/or logos**

Program Support Value

- Daily Chatter Newsletter at 1.4MM five times per annum: *Value \$35,000*
- Facebook: Daily Sweepstakes updates to 187,000 Facebook Fans: *Value \$12,000*
- Custom Pinterest Page with Partner images and links: *Value \$6,000*
- Product showcase "Logo to Win" in Preg/Baby Weekly Newsletters: *Value \$17,000*
- Sweeps page with Partner logos on Sweeps Calendar: *Value Add*
- Program rotation in home page slide show: *Value \$6,000*
- Monthly solo email highlighting 5-products, with links to video: *Value \$21,000*
- Links to buy product
- Consumer Product Reviews: *Value Add*
- Custom ROS Ad Unit: *Value \$21,000* on 3,000,000 impressions

Total Advertising and Promotional Value Per Product: \$100,000+

Product Showcase Rates

- **12-Month commitment**
- **\$1,500** per month, per product
- **\$1,000** per month in product (Retail Value)

Contact Tony Golden at 949.608.0524 x 521
 or contact your account representative directly.

www.everydayadsolutions.com

