

EverydayFamily's *Premium Engagement Program*



An unprecedented opportunity to interact and engage with the fastest growing audience of expecting moms, new moms and young families.

We start conversations between Consumers and Brands. Advertisers want to cut waste and take control of their digital marketing allocation. The goal for brands and agencies should be to simplify the landscape and focus on reaching consumers via premium engagement.

Our customized campaigns lead to unparalleled performance that far exceeds traditional digital advertising and fosters invaluable consultative partnerships. Our team's experience allows us to recognize synergies created through uniquely developed opportunities, driven by a coordinated multi-channel approach that can be allocated as needed over the course of a year.

The EverydayFamily Premium Engagement Program includes highly targeted section takeovers, sponsored content, solo sweepstakes email,

newsletter sponsorship and custom opportunities that deliver 100% SOV to an audience that is simply not available outside the EverydayFamily community (Comscore 2013*)

To prove the strength of our integrated offering, the Premium Engagement Program delivers standard and custom marketing opportunities for an eCPM of less than \$8 which delivers:

- Targeted Section Roadblocks and Section ReSkins
- Customized Sweepstakes, Promotions & Contests
- Expert Blogger and Influencer Articles
- Homepage Takeovers
- Co-Branded Case Studies for Measurement
- Social Media Promotion
- Section Exclusivity
- Newsletter Integration
- Content "Toaster"

We do more than just drop your ad into rotation!

The screenshot shows the EverydayFamily.com website with a navigation bar including Community, Preconception, Pregnancy, Baby, Kids, Lifestyle, Blogs, EFTV, and My Everyday. The main content area features a 'My EverydayKids' section with a 'Track your baby's development' form and a 'Personalize Now' button. Below this are 'Helpful links' and 'Editor's picks' including articles on 'Choking Risks for Toddlers' and 'Preschoolers and Sleep'. A 'Healthy Kids, Happy Mom' sponsored article is also visible, featuring a Flintstones Vitamins product image. Social sharing icons for Facebook, Twitter, and Pinterest are present. The website is framed by orange sidebars with text about the product's nutritional benefits.



Flintstones Multivitamins are specially designed to help ensure that children get the nutritional support they may need every day.



Flintstones Multivitamins are specially designed to help ensure that children get the nutritional support they may need every day.

ReSkin for 4-Months per Annum

- 3.6MM Per annum
- 1.8MM Branded Content Toaster
- 1.8MM ReSkin

100% SOV Section Roadblock for 4-Weeks per Annum

- 1.8MM Per annum .45MM Roadblocks

HP Takeovers 4(x)

- 300, 728, 160 + Reskin
- 250K Impressions

High Impact

- 300x600
- 500K Impressions

Custom Engagement

- 4 "Expert" Pieces (Newsletter Inclusion) 1-with Brand mention
- 6 Blog pieces (Linked to via "The Content Toaster") 3-with Brand mention

Sweepstakes

- 2-Sweepstakes (2-Week Run, Unlimited entries)
- 1.5MM Per Sweeps

Social Engagement

- Facebook, Twitter, Pinterest, and G+ promotion of custom content pieces

Program Cost: \$55,000

Value: \$199,000

Production Costs: \$3,250

Contact Tony Golden at 949.608.0524 x521 or contact your account representative directly.

www.everydayadsolutions.com