

ads starting at just...
\$30
 (minimum 3 month purchase)

Connect with Sono-ma's conscientious community with premiere advertising opportunities

Put your company logo where moms are looking for reliable, local linkages



Advertising opportunities for:



Small local businesses

Etsy

shop owners

non-profits

events

corporate sponsors

YOU

ads starting at just...

\$30

(minimum 3 month purchase)

Button

(125 x 125 pixels)

Premiere Ad

(340 x 340 pixels)

**Vertical
Ad**

(180 x 340 pixels)

Horizontal Ad

(480 x 90 pixels)

Ad Specifications

Web ready ads are requested in the following formats: .jpg, .png, or .gif format **OR** [contact Sono-Ma](#) to create your ad banner or button!

Ad creation fees are negotiated based on level of artwork readiness.

Sample cost: \$25 for a custom button with a hyperlink to your site using existing business logo.
Hourly Rate: \$35/ hour to integrate or create logos, photos, animation; for editing or improving existing art; or creating new art.

Ad Type	Size (Pixels) L X H	Quarterly (3 months)	Half Year (6 Months)	Yearly
Button	125 x 125	\$90	\$150	\$240
Vertical Banner	180 X 340	\$120	\$200	\$320
Horizontal Banner	480 x 90	\$150	\$250	\$400
Premiere Ad	340 x 340	\$175	\$260	\$420

Contact Sono-Ma about pricing for “special offer” coupons or ads with limited duration.

Product/ Family-Service Review

[Invite Sono-Ma](#) to experience your product or service by donating a sample. Sono-Ma will use photos, personal testimony and include links to your business through a blog article.

Giveaway Products/ Family-Services

Delight families with one of your products while promoting your company through an on-line giveaway. [Provide Sono-Ma](#) with a sample product, short product description, image, and the locations you are willing to ship or arrange for pick-up. We'll create a special post for you, and ask readers to enter a contest by leaving a comment within a 30 day period. A winner will be selected from the comments list. Sono-Ma will contact the reader and provide your business with a name, phone number, and address.

All ads are given rotating place holders. A new ad may appear each time a visitor clicks on a page. Sono-Ma works to ensure that your ad maintains high visibility and outstanding click through rates.

Sono-Ma reserves the right to use discretion in selecting advertising partners. Sono-Ma looks for partners whose creations are homespun, handmade, locally created, green, eco-friendly, nutritious, nature-based, or otherwise supporting conscientious parenting. Sono-ma does not discriminate based on race or gender in the sale of advertising.



Full featured, on-line community and resource with detailed stories, compelling photos, links to local resources, an events calendar, and discussion forums



Community members share inspirations for raising healthy, conscientious families while celebrating creativity, nature, and community



A unique, local space where mothers return again and again for information, support, and motivation



Credibility

- 254 content rich articles in 2 years
- Robust writing on local, seasonal topics; including events and resources
- Contributors include published authors Dr. Mark Sloan, DeAnna L'am, and award winning Farmer Paul Kaiser
- Authentic, positive voice of a "Sonoma County style" mom: back to basics, community-focused, organic and green, Waldorf-inspired
- Creator with MBA, Community Organizing experience and NYU Creative Writing Summer Intensive graduate

Community

- 47,173 page views between May 2010– May 2011; 17,000 plus unique viewers
- 700 plus registered followers Facebook (343), Mail Chimp, (323), through Networked Blogs (139), Twitter, and FeedBurner
- Reader groups from Bay Area, Sonoma, and Napa County comprise core visitors. (Santa Rosa and San Francisco top two cities)
- Facebook Insights: 85% female, 62% between 25-44, mostly college educated

Influence

- One-stop shop for Sonoma County moms with family influence and purchasing power
- Purchasing decisions– evidenced by purchases such as Leras Farm Raw Milk share sales
- Click through rate average of 6.97% and CPC of \$2.63
- Articles drawing worldwide interest and viral passing of links through personal networks (e.g. Dr. Mark Sloan on Radiation Crisis)



Align your company brand with Sono-Ma's local, family-focused, community building image



Put your company logo where moms are looking for reliable, local linkages



Site Sponsor



Page Sponsor



Feature Sponsor

Sono-Ma and Your Logo Share the Site Mast

- Logo in Site Header on every page
- Premier Ad Space on Main Page
- Text link in post footer
- Logo on E-Newsletter
- Logo on printed materials
- Quarterly articles about events or products

2010: \$7,500

Topics: *Live Local Home and Hearth, Body and Soul, Earth-Centered*

- Logo in Topic Header
- Premier Ad Space on sponsored Page
- Logo in E-Newsletter
- Quarterly articles about events or products

2010: \$5,500

Features: *Dr. Sloan, Pediatrician Column, Farm to Table Chef Column, Local Free Events Calendar, "Sono-Ma Sharing" (Big Tent Group)*

- Logo in Topic Header
- Premier Ad Space on sponsored Page
- Logo in Newsletter
- Quarterly articles about events or products

2010: \$3,500