

# PROJECT NURSERY

Media Kit 2010

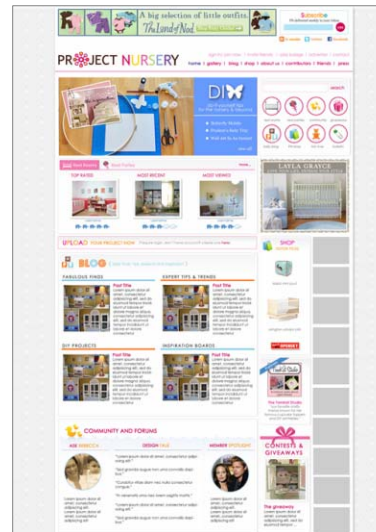


# Overview

Project Nursery is....

**A resource dedicated to baby's 1st room & beyond! Featuring inspirational photo galleries submitted by our readers, hip finds for the family home, do-it-yourself projects, expert design tips, fabulous weekly giveaways and much more!**

Readers are a mix of expecting parents, experienced parents, boutique owners, passionate home decorators, and mom bloggers. Started in April 2008 by Melisa Fluhr and Pam Ginocchio of children's interior design firm, Little Apple Design, ProjectNursery.com currently attracts **380,000+** page views monthly.



## Focus

Our mission is to “inspire kid design.” Project Nursery exclusively promotes baby, child and family design related products and services. **We specialize in connecting readers to the products they see in featured room designs by providing direct links for purchase.**

## Benefits To Advertisers

**Receive personal, fun and honest reviews.** We believe in what we promote and our passion about your product is evident in our writing.

**Gain quality exposure.** Project Nursery readers spend an average of 4.15 minutes on our site in search of inspiration and design ideas.

**Reach your target audience.** We cater to a network of parents who are shopping to purchase furniture, art and décor for their children’s rooms.

**Enjoy partnership opportunities.** We look to our advertisers first for additional promotional opportunities as we grow Project Nursery and our interior design business, Little Apple Design through media events and interviews.

## Testimonials

*"We've already seen the benefits of our ad space...we've gotten a big surge in traffic since it started running. What a great business model you have! We just love it." -Name Your Design*

## Audience

### Metrics (via Google Analytics)

Unique Visitors (per month): 62,570  
Page Views (per month): 380,276  
Average Time On Site: 4 min, 01 sec  
Bounce Rate: 53.32%  
RSS Feed Subscribers: 1,515  
Forum Membership: 7,399  
Quantcast Ranking: 45,432  
Alexa Ranking: 279,748  
Technorati Authority: 418  
Google Page Rank: 4/10

### Demographics (via Quantcast)

Sex: Female = 65%  
Age: 18-34 = 42%  
35-49 = 39%  
Income: Middle Income  
30-60K = 30%  
60-100K = 27%  
Ethnicity: Caucasian = 93%  
Marital Status: Married  
Has Kids: 60%  
College Graduates: 54%

### Social Media Footprint

Twitter Followers: 1,869  
Facebook Fans: 1,169

*Updated 1/2010*

## Opportunities At A Glance...

### Product Reviews\*

**Benefit:** Introduce your product to a targeted audience as a "must-have" item by the editors of Project Nursery.

**Size:** (3) Photos 500pix wide

**🇸:** Product For Review

### Sponsor Ad / Direct Link

**Benefit:** Gain visibility with 62,000+ unique visitors and 380,000+ page views monthly.

**Size:** 120x90 ad OR 300x250 ad OR direct link.

**\$\$\$:** Starting from \$125 and up to \$500/monthly

### Slideshow Sponsorship

**Benefit:** Continue to benefit from your past feature with additional homepage exposure and a customized slideshow sized photo to grab the readers attention.

**Size:** 440x260pix photo

**🇸:** \$50/per week

### Weekly Newsletter

**Benefit:** Be the exclusive advertiser and reach 8000+ opt-in email subscribers.

**Size:** 120x600 skyscraper graphic

**\$\$\$:** \$200/per issue

### Contests & Giveaways

**Benefit:** Enjoy 95,000+ page views for the week and a feature in our newsletter emailed to 8,000+ subscribers. Drive potential customers to your site while encouraging them to comment back with a favored item.

**Size:** (3) Photos 500pix wide

**\$\$\$:** \$100 per feature plus giveaway item of \$50 min value

*\*Reviews cannot be guaranteed*

## Review Policy

- **Product reviews will be considered when a sample is provided.**
- Samples will not be returned.
- Often samples will be used for various Project Nursery promotions and appearances throughout the year. Recognition will be provided.
- Negative reviews will not be posted and therefore we cannot guarantee a review for all products received.
- For a mailing address, please email [pam@littleappledesign.com](mailto:pam@littleappledesign.com)

## Slideshow Sponsorship

- Past posts may be featured within our homepage slideshow for a weekly listing fee of \$50/week.
- A single photo will be transformed into a customized slide created by Project Nursery to encourage readers to visit your previous post on the Project Nursery blog.

*Example of Slideshow:*

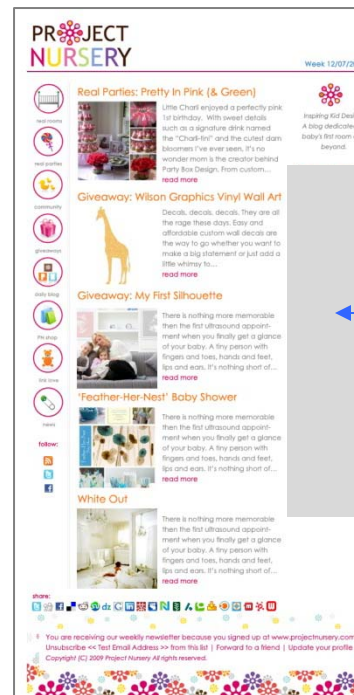


## Contest & Giveaway Policy

- A \$100 fee will be charged for contest & giveaway articles.
- The contest period will run for 7 days, (i.e. Friday to Friday) and showcased within the featured giveaway widget for 6 days (i.e. Friday to Thursday).
- Project Nursery will provide a dedicated post link and photo feature within our weekly newsletter reaching 8,000+ opt-in email subscribers.
- A \$50 minimum value is required for all giveaways.
- Giveaways are scheduled approximately 4 weeks in advance.
- You are free to decide how many winners are selected and which product colors/styles you are willing to provide.
- Should you have particular photos you wish to be included, please send them to Project Nursery at least one week prior to your giveaway date; otherwise photos will be chosen for you and taken directly from your company's website.
- Winners will be notified by Project Nursery and asked to provide you with their mailing information directly.
- All giveaways are to be sent directly from the supplier to the contest winner within a timely fashion at no cost to Project Nursery.
- Payment must be finalized prior to your feature. No refunds will be provided.

## Weekly Newsletter Sponsorship

- Newsletter sponsorship is available for \$200 per issue / one sponsor per issue.
- Weekly e-newsletters are received by 8,000+ opt-in email subscribers.
- A 120x600 skyscraper graphic is required



← Newsletter Ad

## AD Format / Pricing

	BANNER AD	XL AD	SPONSOR AD	DIRECT LINK
LOCATION	A	B	C	<a href="http://projectnursery.com/link-love">projectnursery.com/link-love</a>
SIZE	728x90	300x250	120x90	Link
PAGE	All	All	All	"Link Love"
MONTHLY RATE	Glam Media*	\$500	\$125	\$360/year
SPOTS	1	1	10	Unlimited
QTR. DISCOUNT	n/a	10%	10%	n/a

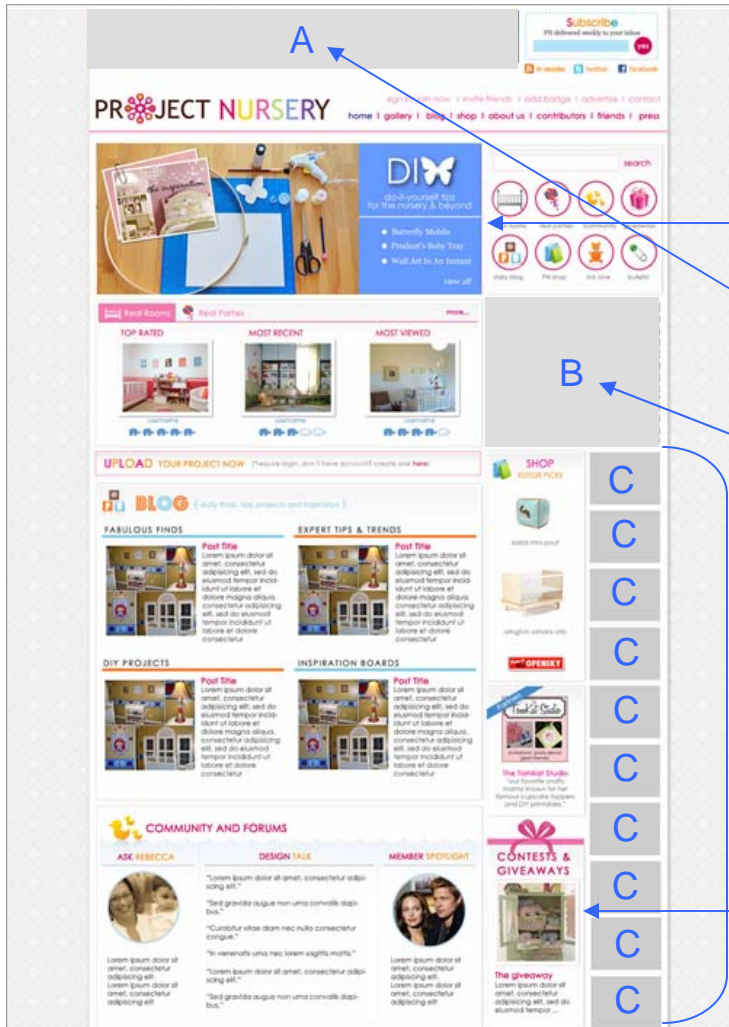
*\*Banner ads are managed exclusively through Glam Media. Please contact [glammedia.com](http://glammedia.com) directly for pricing.*

### Discounts

A 10% discount will be applied to ads purchased for the full three months of the quarter. This option is only available at the beginning of each new quarter.

### Ad Policy

- Rates are valid through **March 31, 2010**.
- Ads are non-refundable and must be paid for prior to posting.
- Ads are pro-rated for a monthly start date.
- Ads must be a jpg, png or gif and animation is fine.
- Direct links can only be found on our "Link Love" page (<http://projectnursery.com/link-love>) and are renewed annually.
- All ads and links must reflect the values of Project Nursery, LLC. We reserve the right to refuse ads based on the content of the ad, product or site being promoted.



Ad & Sponsor Locations

Slideshow

A: Banner Ad

B: XL Ad

C: Sponsor Ad

Giveaways

## Payment

All payments are processed via **PayPal to [melisa@littleappledesign.com](mailto:melisa@littleappledesign.com)**. Invoices will be provided.

## Contact

### Advertising

Melisa Fluhr  
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[melisa@littleappledesign.com](mailto:melisa@littleappledesign.com)

### Editorial

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