

Rate Card 2016

TIDEWATERPARENT.COM IS GIVING HAMPTON ROADS PARENTS EXACTLY WHAT THEY ASKED FOR! HOW DO WE KNOW? BECAUSE WE ASKED THEM.

Social Media

Tidewater Parent has over 5,100 fans on Facebook, over 1,251 followers on Pinterest.

Each day we feature something new to include events with direct outbound links, contests and coupons with posts going on throughout the week and on weekends.

E-Newsletter

Our opt-in newsletter is artfully designed and distributed four times per month to 3,500 subscribers.

We register new users at special events, and contests throughout the year with giveaways.

BUSINESS SPOTLIGHT - \$250

- On-site photoshoot
- Featured story highlighting the best of your business
- Rights to all images
- At least one week exposure on TidewaterParent.com homepage
- Social syndication of spotlight on Facebook, Twitter, and Pinterest

ADVERTISEMENTS (ROS PER/MONTH)

Ads	Size	1x	3x	6x	12x
Skyscraper	160x600	\$350	\$270	\$220	\$175
Leaderboard	728x90	\$400	\$300	\$280	\$200
Medium Rectangle	300x250	\$350	\$210	\$195	\$140
Half Banner	300x100	\$200	\$150	\$135	\$100
Tile Ad	160x120	\$150	\$115	\$100	\$75
E-Newsletter	160x600	\$75.00 (per week)			
	300x250	\$250.00 (per week)			

STATISTICS

2015-2016	AVG PER MON
Unique visitors	21,650
Pageviews	33,705
Avg impressions	6,741
Click thru rates	0.14%

SPONSORSHIP CATEGORIES

PREGNANCY | BABY | PARENTING | LIFESTYLE | THINGS TO DO | HOME EVENTS

BANNER SPONSORSHIPS 468X60 \$225