

About Neighborhood Parents Network of Chicago (NPN)

Our mission is to connect a diverse community of families with the resources they need to navigate parenting in the city. NPN has a strong and growing membership base of 5,500+ Chicago families, businesses, schools, and non-profits. Here are several unique and effective ways to reach our parent members. To learn more about NPN, visit www.npnparents.org or contact ellie@nnpnparents.org.

Facts about our active membership:

- 84% of our families have children 5 years of age or younger.
- 66% of our members report working full-time; 17% of our members report working part-time; 17% of our members report being a stay at home parent.
- Our diverse community includes, but is not limited to the following parent groups: Moms Over 35 - 1,730, Dads - 1,663, Expectant Moms - 1,184, Parents of Multiples - 550, Single Parents - 448, Same Sex Parents - 159.



Proud NPN Business Member Discount!

Become a NPN Business, School, or Non-profit member and take advantage of your membership benefits and advertising discount! Connect with our parent members through the Discussion Forum, enjoy discounted exhibitor fees, get listed on Parent Perks, and consider contributing to our community through our speaker program, newsletter, and blog!



Proud Business Members show off their NPN Badge and get engaged with NPN on Facebook, Twitter, and share the love of NPN with your community! To learn about NPN's unique membership benefits visit www.npnparents.org/memSummary.asp.

Sponsor NPN

NPN's events and programs provide you with a great opportunity to increase your visibility and product awareness with our large community of active information-seeking parents. Sponsors receive name and logo recognition through each event's web page and print collateral, product placement, and event presence - just a few features of sponsorship packages. We will design a sponsorship package that mutually benefits you and NPN. Contact melanie@nnpnparents.org.

Advertising Vehicles

Parent to Parent Newsletter - Quarterly Mailed and Emailed Publication

Advertising in *Parent to Parent* provides the opportunity to showcase your products and services to expectant, new, and seasoned parents all over Chicago. It also includes a large pass-along readership in Chicago and is distributed at all NPN events. In addition, many of our partners proudly distribute *Parent to Parent* newsletter at the shop or business.

Parent to Parent is a unique parenting publication because the articles are written by NPN members. Articles often have a very local Chicago tone. A set maximum of 35% advertising content in each issue ensures members will take notice.

Size	Specifications	Price
Inside Front Cover	7.5"w x 10"h	\$1,300
Full page	7.5"w x 10"h	\$1,000
Half-page Vertical	3.5"w x 10"h	\$690
Half-page Horizontal	7.5"w x 5"h	\$690
Quarter page	3.5"w x 4.5"h	\$460

Parent to Parent ad specifications:

Please submit full-color print-ready PDF's. Ads should be sized to fit purchased space, no bleeds.

Newsletter Advertising Deadlines:

- Summer 2012 theme: Summer Fun/Parenting Styles Ad deadline April 9
- Fall 2012 theme: Schools Ad deadline July 9
- Winter 2012 theme: TBD Ad deadline October 8

Website Banner Ads

Our new website is jumping with activity – 500,000 page views per month just on our NPN Discussion Forum! Reserve your spot today – they sell our quickly. Animated ads are now supported.



Discussion Forum Web banner ad pricing & specifications:

Ads appear on the Discussion Forum main page and all detail pages

300x250 IMU – Rate: \$6 CPM

Example pricing: Average Impressions Per Month: 50k \$300** per month for approximately 10% of our ad impressions*

- Static ad file-type format: .gif or .jpg
- Animated ad file-type format: .swf
 - Medium rectangle size – max. initial download file weight – 40k.
 - Recommended animation length for either size – 0.15 seconds.
- CPM - Cost per thousand impressions.
- **Web Banner Deadlines: Contact ellie@nnpnparents.org to get your dates reserved.**

*All average number of impressions per month are estimated based on current website activity.

**Pricing is subject to change as the number of month impressions fluctuates.

NPN Parent Perks Bi-Monthly Email

Post a special discount, coupon or web ad on our Parent Perks page. These discounts are available exclusively to NPN members online. Each month our database of 7,000+ member email addresses will receive two emails highlighting featured perks, and other highlighted member programs.

Featured Perk pricing & specifications:

- 100-150 words of copy, logo image, and your website link. Sponsor the monthly email exclusively, or join several other businesses as a featured perk.
- Highlight your perk! Submit a medium rectangle web banner advertisement (Refer to web banner specifications listed above).
- **Perk/Web Banner Deadlines: Contact ellie@nnpnparents.org to reserve your space.**

Perk Sponsor Levels	Intro. Price
Exclusive Sponsor	\$700
1 of 6 Featured Offers	\$150
Web Banner Ad	\$150

NPN Preschool & Elementary School on-line eDirectory

NPN's on-line eDirectory is easy to use, navigate, and school information is updated on a quarterly basis. The eDirectory is free to all NPN members. Ads are sold in 6-month increments.

Position	Specifications	Fall/Winter	Sp/Su
L1 Welcome Page	250wx250h pix	\$500	\$400
L2 Table of Contents	250wx250h pix	\$400	\$300
L3 School List Pages	250wx250h pix	\$300	\$200

- **eDirectory Deadlines: Submit your Spring/Summer ad Feb. 6, 2012.**

Bonus! Levels L1 & L2 Advertisers receive logo recognition on the eDirectory order web page.

NPN Fall Preschool & Elementary School Fair Brochure

Each fall, NPN hosts an extensive Preschool & Elementary School Fair in the Chicago area. Nearly 1,000 members attend. The event brochure is handed out with a listing of the exhibitors at the fair. Promote your school or business in this widely distributed brochure.

School Fair Brochure pricing & specifications:

Please submit full-color print-ready PDF's. Ads should be sized to fit purchased space, no bleeds.

Size	Specifications	Price
Inside Front Cover	7.5"w x 10"h	\$1,000
Full page	7.5"w x 10"h	\$700
Half-page Horizontal	7.5"w x 5"h	\$460
Quarter page	3.75"w x 5"h	\$300

Ad deadline for the 2012 School Fair – Sep. 5, 2012.

NPN Spring Silent Auction

NPN's Spring Online Silent Auction schedule – PREVIEW Apr. 24-30; BIDDING May 1-6.

Visit www.biddingforgood.com/npnparents to donate a tax-deductible item or service. Get your name, logo, and web banner in front of our 5,000 families, our 10,000 contacts, and Bidding for Good's 100,000 cause-minded active bidders.

Position	Exposure	Price
Presenting Sponsor/ Co-Sponsor	Name/logo on NPN home page, throughout the auction site, and on all related email and social media communications.	\$2,500/ \$1,500
Top Level Advertiser	Prominent logo and name presence on all auction pages	\$800
Auction Advertiser	Logo and name presence on all auction pages	\$400
Featured item	Promote your donated item in unique ways	\$100-\$300
Donate an item	Donate to our auction and support NPN!	FREE

We have a max of 8 advertising spots. May 2011 Auction Statistics:

- Auction advertisers (5/3-5/16): average of 7,600 impressions and 81 click-throughs.
- Auction statistics: 53,000 page views, 5,500 visits, and 3,000 unique visitors!
- 200 happy winners - *Our 2011 NPN Auction raised a record \$20,000!*

Advertising Design Services

Our NPN designer is available to help you! If you would like to use existing graphics, layered design files (Adobe Photoshop, Illustrator, and InDesign) and high resolution logos must be submitted at least two weeks prior to the applicable advertising deadline, no exceptions. **All requests and payments must be submitted at least two weeks prior** to the applicable advertising deadline.

**Please take note that Business Member advertising discounts do not apply to design fees.*

Design fees listed below apply to simple ad layouts based on your supplied copy and logo(s):

- Parent to Parent Newsletter: Full-page - \$300; Half-page - \$200; Quarter-page - \$100;
- Web banner, email Banner, and School eDirectory Ad - \$100 (static); \$150 (basic animation)
- Simple modifications to an existing ad - \$50