

## **Advertise Your Business in the FHM Newsletter**

With a membership of nearly 400 families (as of June, 2010), the monthly Full House Moms (FHM) newsletter is a great way to promote your business to local families with multiples. As busy parents, we are always looking for products / services that will make our lives simpler, healthier, more efficient, more cost effective, etc and we love supporting local businesses. See advertising options below if you are interested in advertising your business to Portland-area families with multiples.

### Advertising Options:

Our monthly newsletter is emailed to all members on the first of each month and is also available to members as a pdf on the Full House Moms website. We have the following advertising options available for purchase:

| # of Ads        | Small Ad (<1/4 pg*) | ½ Page* Ad | Full Page* Ad |
|-----------------|---------------------|------------|---------------|
| <b>1 month</b>  | \$30                | \$50       | \$80          |
| <b>3 months</b> | \$80                | \$120      | \$180         |
| <b>6 months</b> | \$150               | \$220      | \$400         |
| <b>1 year</b>   | \$270               | \$400      | \$750         |

*\*A page is a standard 8.5x11inch page, printed "portrait", with ½ inch margins*

\*FHM members get a 10% discount; FHM members may also have 1 (free) business profile

\*Businesses who offer a discount specifically to FHM members get 10% off advertising costs

\*Businesses may earn a free small add in exchange for writing a 400 word (1/2-2/3 of a page) educational article for FHM members (ie a nanny service may write an article on tips for selecting a nanny, so long as the article is informative and unbiased toward a particular business)

Ad design and format are the responsibility of the business and should be sent to the newsletter editor 2 weeks prior to the first of the month. Note, the newsletter contains sensitive member information, so advertisers will not receive a copy of the entire newsletter; however, advertisers will be sent a copy of the page on which your ad appears (with any sensitive information removed) to proof / approve before the ad is published.

Contact Kelly with any questions or if you would like to learn more about placing an ad.

**Kelly Basinger** — 2011 Newsletter Editor

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