

# 2017 Winter Warm-Up with SignUp.com

## Accelerate Buying Decisions in 2017 with a Hyper-Targeted Focus on Moms and Teachers

*Reserved Inventory Runs for 4 Weeks January - February 2017*



**81%**

Female Audience



**11M**

Moms and Teachers



**86%**

25-54 Years Audience

## What's Included?



- ◆ Sole Sponsorship of a Category Page in SignUp.com 'Idea Center' i.e. "Happy Valentine's Planning Center"
  - 3 Native Content Articles Featuring your Brand
- ◆ ROS Display Ads (728x90, 300x250, 300 x 600/500,000 Impressions)
- ◆ Native Display Unit to Promote Content (300 x 600/500,000 Impressions)
- ◆ 1 Dedicated Email (1M Sends)
- ◆ 'Supported Social' from SignUp.com's Feed with Over 5M+/Wk Reach (3 FB, 5 Tweets, 1 Pin)
- ◆ ALL Content and Ads Created by the SignUp.com Team

**\$20K Investment**