Helping Brands Hyper-Target the Influential, Involved Mom

17M Parents, Teachers, Coaches
50+M/Month Integrated Impressions
75+K Schools Engaged

Our Audience
99% Deeply Involved in Schools & Communities
81% Female
86% 25-54 Years
87% Income over $50K

Select Services
◆ Email Lead Generation
◆ Native Content
◆ Contextual Targeting by Activity
◆ Web, Mobile & Email Display
◆ Dedicated Partner Emails
◆ Custom Promotions
◆ Webinar Sponsorship
◆ Audience Insights
◆ Custom Publishing: Infographics & eBooks
◆ Social Media Support

Key Stats
Co-Registration
35% Avg. Conv. Rate
100K Quality Leads/Mo.
Influencer Emails
120% Avg. Open Rate
1-2M Reach/Wk

Key Advertisers

[Logos of AXA, Uncle Ben's, theSkimm, Lands' End, McGraw Hill Education]
**Digital Opportunities**

**Custom Site Skins:**
- Mobile
- Website

**Display Banner Sizes:**
- 640x480-Interstitial
- 300x600
- 728x90
- 300x250

**Co-Registration with SignUp.com:**
- Generates high-volume, high-quality, accurate leads
- Captures lead info of influential, involved moms and teachers

**Influencer Emails:**
- 120% open rate
- Chaperoned by teacher, room parent, coach, etc.
- Include text footers

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Request more info:
Advertising@SignUp.com

SignUp.com