Helping Brands Hyper-Target the Influential, Involved Mom

11M
Parents, Teachers, Coaches

28M/Month
Integrated Impressions

50K
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 Integration
♦ Contextual Targeting by Activity
♦ Web, Mobile & Email Display
♦ Dedicated Partner Emails
♦ Custom Promotions
♦ Webinar Sponsorship
♦ Social Media Support

Key Stats

Co-Registration
35% Avg. Conv. Rate
75K Quality Leads/Mo.

Influencer Emails
85% Avg. Open Rate

1-2M Reach/Wk

Key Advertisers

[Logos of various companies]
Digital Opportunities

Site Skins:
- Mobile
- Website

Display Banner Sizes:
- 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:
- 85% open rate

My Information

Your organizer, Susan Walkins is asking for a little more information about you.

Email  lucy.walkins@aol.com
Name  Lucy Wallace
Phone  512-555-5555

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