Helping Brands Hyper-Target the Influential, Involved Mom

**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**
- 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 withSignUp.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

Request more info: Advertising@SignUp.com