Thank you for your interest in advertising with the Pleasanton Mother’s Club (PMC)! We are a local, non-profit group focused on providing a welcoming community to local mothers, fathers and children! The PMC’s dynamic membership exposes your company to a variety of families in the Tri-Valley area. Through an on-going effort to maintain an earth-friendly organization, all of our communication with members is electronically distributed. The PMC’s advertising team has found the best form of communication with it’s members in through the highly trafficked website and social media pages, where members can view your advertisements in real time. Please see information below regarding demographics, advertising and sponsorship options, and package pricing:

**Demographics:**

* PMC Membership is not limited to Pleasanton - - our members are located in the Tri-Valley and beyond: Livermore, Dublin, San Ramon and Danville
* Current member age ranges: 25 years old – 45 years old
* Average age of children: 8 years old - - with total age ranges from newborn to 14+ years old!

**Monthly Advertising Information:**

Advertisers have THREE options for the format of their advertisement:

* **Option 1:** Featured Advertiser for Pleasanton Mother’s Club Website: $60/month
* **Option 2:** Featured Article with Link in Facebook & Twitter Feeds: $45/month
* **Option 3:** “Shout Out” Advertisement from Directors of PMC on the First of Each Month: $25/month
* **Option 4**: Featured on both Website and social media “Shout out” feeds: $75/month

**Event Specific Sponsorship Information:**

Advertisers will have direct, face to face communication with PMC members. Advertisers are invited to provide handouts, give-aways, etc., and will be mentioned on all social media channels, including promotional materials for one of the following events:

* Preschool Fair – January
* Spring Party – May
* New Member Social – September
* Harvest Party – October
* Holiday Party – December

\*\*Sponsorship is limited to TWO sponsors per event. Cost is $250 per event.

**Buy-In-Bulk Pricing:**

Option 1 (description above):

$10 discount for 3 months, $20 discount for 6 month & $40 discount for 12 month

Option 2 (description above):

$8 discount for 3 months, $18 discount for 6 month & $36 discount for 12 month

Option 3 (description above):

$5 discount for 3 months, $10 discount for 6 month & $20 discount for 12 month