

Thank you for your interest in advertising with the Pleasanton Mothers 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 its members through our highly trafficked website and social media pages, where members can view your advertisements in real time. Our social media pages include both a public Facebook page with over 1K followers as well as a private Facebook page for members only. Please see the 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 – 55 years old
- Average age of children: 4 years old - - with total age ranges from newborn to 14+ years old!

Monthly Advertising Information:

Advertisers have FOUR options for the format of their advertisement:

- **Option 1:** Featured advertiser for Pleasanton Mothers Club Website: \$60/month
- **Option 2:** Featured article or extensive marketing content over 140 characters published to both public PMC Facebook page and private PMC Facebook group, including a business link and multiple images or video: \$45/month
- **Option 3:** "Shout Out" advertisement on both public PMC Facebook page and private PMC Facebook group, including one image and a short post up to 140 characters: \$25/month
- **Option 4:** Both Option 1 and 3 (website and social media "shout out"): \$75/month

One-Time Sponsorship Information:

Event Sponsorship

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:

- Spring Party – May
- New Member Socials
- Harvest Party – October
- Holiday Party – December

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

Newsletter Advertising

Advertisers can reach a broad audience with our newsletter. The newsletter is published electronically to all Pleasanton Mothers Club members as well as posted to all of our public social media pages and boosted outside of our community. The newsletter contains information ranging from PMC events, parenting information, local events, etc. One time cost is of \$60/newsletter.

Buy-In-Bulk Pricing:

	1 Month	3 Month	6 Month	12 Month
Option 1	N/A	\$170	\$340	\$680
Option 2	\$45	\$127	\$252	\$504
Option 3	\$25	\$70	\$140	\$280
Option 4	\$75	\$200	\$370	\$740
Event Sponsorship	\$250 per event			
Newsletter	\$60 per newsletter			