

## AD SPECIFICATIONS

- Ads will appear on the “Sponsors” page of the [www.cjmom.org](http://www.cjmom.org) Website. The “Sponsors” page is accessible from the homepage by clicking on the “Sponsors” link.
- Your business/service will be listed on the “local business” page of our member-only online community for easy member access. (Currently our member-only page cannot accept graphics.)
- All advertising content must be clearly differentiated from editorial content. CJMOM reserves the right to reject any ads that have potential for confusion.
- We accept GIF, JPEG, and PNG files. (We will scan your business card and add a link to your site/email address, at no charge, if you do not have an electronic file available.)
- Creative with a white background must have a minimum 1-pixel border. CJMOM reserves the right to give 24-hours notice prior to posting an ad if this specification is not met.
- Up to 100K in polite download is allowed.
- Size Limitation: 375 (width) x 220 (height) pixels (no bigger than a business card). Must be copy-ready.
- CJMOM can refer a third-party design company to provide ad design if necessary.
- You must submit your ad by the 15<sup>th</sup> of the month in order to have it posted to the Website by the 1<sup>st</sup> of the following month.

**For more technical information, please email [website@cjmom.org](mailto:website@cjmom.org).**



**CENTRAL JERSEY  
MOTHERS OF  
MULTIPLES, INC.**

**ADVERTISING  
INFORMATION**

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Central Jersey Mothers of Multiples, Inc (CJMOM) is a Mercer county-based 501(c)3 nonprofit organization that provides support and a social outlet to parents, legal guardians and expectant parents of twins, triplets, and more.

Why advertise with CJMOM? CJMOM offers a very cost-effective and focused way to reach over 115 families in our membership.

CJMOM is a targeted community with a guaranteed need for infant/child, parent-focused, and family-oriented products and services. CJMOM members are also local homeowners. Some members have recently relocated to the area and others have lived locally for many years. We buy in bulk quantity; as parents of multiple-birth children we need two (or sometimes more) of everything.

CJMOM is a highly connected community that relies on word-of-mouth referrals. One CJMOM respondent to your advertisement can create many long-term loyal customers.

CJMOM is offering sponsors two locations for advertising. The first is on our public website, [www.cjmom.org](http://www.cjmom.org). This Website serves as an informational site for prospective members and is highlighted in all of our communications. The second is a listing on our private, member-only online community. Members visit this site several times per week to keep updated on club events, correspond on our message boards, and to use our popular requests/resale page.

All proceeds generated from advertisement sales go directly to CJMOM to help fund our efforts to educate and support our membership and local community.

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## ADVERTISING RATES

CJMOM offers two levels of sponsorship:

### **GOLD SPONSOR – 6 Months**

- Your ad will be placed on the [www.cjmom.org](http://www.cjmom.org) Website “Sponsors” page for 6 consecutive months.
- Your business information will be listed in the “local business” section on our member-only online community site.

#### **RATES:**

\$30 Non-CJMOM Member

\$15 CJMOM Member

### **PLATINUM SPONSOR – 12 Months**

- Your ad will be placed on the [www.cjmom.org](http://www.cjmom.org) Website “Sponsors” page for 12 consecutive months.
- Your business information will be listed in the “local business” section on our member-only online community site.
- Your company brochure/flyers/business cards will be displayed at our monthly meetings.

#### **RATES:**

\$40 Non-CJMOM Member

\$20 CJMOM Member

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