



Building

Stronger parents, families,
and communities.



Yellowbrick.me

MEDIA KIT 2017

Yellowbrick.me is a media company focused on providing content and resources that build stronger parents, families, and communities.

Community members understand the challenges and struggles parents face every day.

Yellowbrick.me fills a void that other parenting websites don't.

The goal is to create and brand a safe place to share stories, to learn from experts, and to develop and grow as individuals through educational resources.

SERVING THE NEEDS OF A GLOBAL, ENGAGED AUDIENCE

EXPERT CORNER

High-quality content from the best parenting experts

COURSES

Online, interactive learning opportunities for parents

LIVE EVENTS

Panel discussions with parenting thought leaders

FORUM

Social network where members share knowledge

BRAND FOOTPRINT

567,804

Monthly Impressions: Social Media, Website Visitors, Email Newsletter

...AND GROWING

CONTACT: Matt Connell | matt@yellowbrick.me | 860-670-1865



MEDIA KIT 2017

ADVERTISING CHANNELS

	cost	average views delivered
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VIDEO

Highly engaging video series featuring our experts giving actionable parenting advice.

starting at \$250

12,500 & up

BANNER AD

\$30/month

based on site unique visitors per month

NEWSLETTER (weekly)

\$100

based on email list +social shares

CORPORATE SPONSORSHIPS

Email/Call for Pricing

E-BOOK

Expert content on a topic of your choice presented in a detailed and graphically engaging book format.

PRODUCT REVIEW

Our experts provide an unbiased review of your product, broadcast to our audience for one month.

PANEL DISCUSSION

- logo in all marketing material
- banner ad on the site
- logo on back drop of panelists
- event livestreamed and recorded

WEBINAR OR COURSE

- paid seats in webinar or course
- seats given to employees or contest giveaway to our audience
- includes marketing and banner ad

Number of seats at sponsor's discretion

SPONSORED CONTENT

\$10/**FORUM ARTICLE**

\$30/**BANNER AD**

\$100/**MONTH**

CREATIVE SERVICES: \$150/We develop, create one 20-30 second ad. Price includes 2 rounds of edits/revisions.

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