



MAM *A la Carte Advertising Menu*

Summer 2012

Menu

Mix and Match to create your custom integrated ad campaign.

Pick 3 or more receive 10% off your entire order!

Giveaway* - \$150 - {LIMITED SPACE, 2/month} Product or service must be worth \$50+ (books must be provided in multiples if less than \$50 in value.) We provide: a prominent front sidebar ad for one week featuring the item, a promo page (with reference materials, images, and product information provided by you, but written by us), 1 share each on Facebook, Twitter, Pinterest, and RSS/Email.

Mini-Giveaway - Free - {LIMITED SPACE, 1/week} Product, service, or book must be worth \$10 - \$25. Will run via the RSS/Email feed for one (1) week, receive a one (1) week link in the sidebar, and a blurb in Monday's post the week of the event.

Sponsored Post - \$75 - Reference materials provided by you, but post will be written by us. Will remain as a front page post for one week and then be archived under "Sponsored Reviews."

Product/Service Review** - Free - You provide the product, \$50+ in value. Unbiased review, includes link and permanent review page in our review section.

Sidebar Ad - \$75/month or \$25/week - 125x125 ad, limited slots, rotating to maximize visibility.

RSS/Email - \$25/week - Shares will be made of your product or service in text format each day when readers view our RSS feed or receive emails from us.

Blurb & Link - \$25/post - 50 words or less in the Monday post or in a post with other related subject matter.

Facebook*** - \$15/week - 3 posts.

Twitter*** - \$10/week - 3 tweets.

Pinterest*** - \$5/week - 1 pin.

Sponsored Video - \$250+, Request Quote - We will create a video for you showcasing your product, service, or technique.

Sponsored Ebook - \$250+, Request Quote - We will sponsor your ebook and assist in designing and promoting it.

Order a sidebar ad, social media shares, RSS/Email shares, or blurbs & links and get the following discounts:

3 months - 10% off.

6 Months - 15% off.

12 Months - 20% off.

Have something else in mind? Let us know and we'll put a proposal together for you!

For more information, quote requests, or to order:

Email: partners@modernalternativemama.com

Website: <http://www.modernalternativemama.com/>

Prices Effective June 1, 2012 to August 31, 2012

MAM's Stats

Pageviews - 120,000+/month

Unique Visitors - 30,000+/mo

Alexa Global Rank - 180,537

Alexa Daily Reach - +36% (Last 3 Months)

Facebook - 5,900+ Likes

Facebook Reach - 21,000+/week

Twitter Followers - 2,100+

Blog Subscribers - 2,100+ (~200+/week)

Guidelines for Ordering

*Must be relevant to the themes of MAM. You are responsible for delivery of the item to winner(s). Only two (2) giveaways each month. You provide ad copy, testimonials, and reviews (will be noted not done by us.) For increased interest, request an unbiased product review as well. See guidelines below.

**Reviews are 100% unbiased - which is why they are free. Product and service reviews that are requested with a giveaway or sponsored post will be given priority and will be published at the same time as the paid event.

***Products and services must be relevant to MAM's themes and provided free of charge to us. Only two (1) stand-alone review is available per month and will be picked from all requests we receive. Do not send anything to us unless we notify that you've been chosen - we cannot guarantee a spot, except for giveaways and sponsored posts.

***Facebook, Twitter, and Pinterest posts are per individual product, service, or book.

In order to ensure review items are ready in time, please make them available at least two (2) weeks prior to the scheduled campaign date.

MAM requires all free review requests to be submitted no later than the 5th of each month. All requests that come in after the 5th that are not a part of a paid campaign will be discarded. Applicants will be notified by the 15th of whether or not their request has been accepted.

MAM will consider book reviews, however if they are not part of a giveaway or sponsored post, a book we'd really love to review, or part of a giveaway or sponsored post, they will be placed on our waiting list.

ABOUT MAM: Modern Alternative Mama is a blog dedicated to real food, natural health, and natural pregnancy. It is the creation of Kate Tietje, a wife, mom, and author of several books on cooking with real food and natural, healthy pregnancy.

Our readership is growing daily and when they see a product advertised here or reviewed by Kate, they are 97% more likely to buy than they are when presented with other advertising.