

# **Advertising with Best Start Parenting Center**

## **Website Sidebar Ads**

Website Sidebar Ads are ads on each of our pages on the right sidebar underneath our calendar. These rotate by submission and are currently averaging 700 views per month. These ads have the option to be posted with click-through capabilities to allow the viewer to click and be routed directly to your website.

**The introductory cost of advertising on a website sidebar ad is \$10/month - or pay for a full year at \$110 and get a month of advertising for free.**

## **Newsletter Sponsorship**

Your business can be showcased as a sponsor of the monthly newsletter with your ad in the main body of Best Start's newsletter that goes out at the first of each month to our most loyal customers. Our newsletter listing is currently over 700 members and growing. We currently have three advertising spots in our newsletter: A sidebar ad at the same size as our website sidebar ad, a mid-content banner ad at a prime viewing spot within the body of our newsletter, and a larger bottom ad at the bottom of our newsletter.

**The cost of Newsletter Sponsorship spots are:**

**Sidebar Ad: \$20/month**  
(2.5 inch w x 4 inch height)

**Mid-Content Ad (within the body of our newsletter): \$30/month**  
(5 inch width x 3 inch height)

**Bottom Ad: \$25/month**  
(7 inch width x 4 inch height)

## **Advertising Graphic Creations**

**If you would like for us to help you design your ad for our site or newsletter, our graphic designer will design an ad for you for a \$25 setup fee per ad.**



## Best Start Parenting Center September 2010 Newsletter

2900 Old Forest Road, Lynchburg, VA 24501 - 434-384-MAMA (6262)



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(434) 384-8484  
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Address:  
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*Banner Ad Example*

### Schedule of Events

Sept 6, 13, 20, and 27 - Childbirth/Lamaze Class Series - 6:30 PM  
Sept 1 & 10 - Mother's Tea: Sleep! How to help everyone get enough  
when you have little ones - 10 AM  
Sept 7 - Breastfeeding and Working - 10 AM  
Sept 14 or 15--a new HypnoBirthing 5 class series begins. If  
interested call and the class will decide the schedule to fit everyone's  
schedule.  
Sept 12 & 19 - Breastfeeding Basics Class - 2-4 PM  
Oct 6 & 16 - Mother's Tea: Brainy Babies with Bartlett Gowen - 10  
AM  
Oct 11 & 18 - Breastfeeding Basics Class Series - 7 PM

[Click Here to Register Online!](#)

If you need to be in a future class or want to be in classes that are  
not listed above, call Best Start at 434-384-6262 to get on our VIP  
list today!



**Footer  
Ad Example**

500 x 200 pixels

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Sample Newsletter Layout