

MEDIA KIT

2014

by Stefani Tolson

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Overview

Mom's Blog is PR friendly and owned and published by Stefani Tolson that was originally started in 2004 as a way to create posts about my children, like a baby book. My passion for writing turned Mom's Blog into more than just a way to share stuff about my family.

Today, Mom's Blog now includes variety of topics including: product reviews, giveaways, recipes, blogger events, travel and entertainment reviews and more.

~ Stefani Tolson



Social Media Footprints & Blog Statistics

Updated April the 24th 2014

Visitors: Average 30K+ monthly

Twitter - 32,368

Facebook - 7,450

Pinterest - 4,290

(Google+: 1,537 Instagram Fans: 982 | Triberr Reach: 7M + | Google PR: 3 | Alexa: 27,264 | Klout Score: 71)



Advertising Policies & Rates

Sidebar Button Ad Pricing Chart

Ad Size	Rate For 3 Months	Rate For 6 Months
125x125	\$75	\$140
250x250	\$100	\$190

(small and larger ad sizes are available upon request: please contact me to discuss rates)

Sponsored Posts & Guest Articles

On Mom's Blog, I publish sponsored posts and sometimes if the content is appropriate for my blog and interesting enough, I will occasionally publish guest articles with a fee.

Rates for these posts are determined by the length of the post, the content and the amount of links that are requested. If you are interested in a sponsored post or guest article on Mom's Blog, send an to advertising@mommymyenterprises.com with your offer.

Sponsored Tweets

Would you like to promote something to my Twitter fans? I can send one or more Tweets to my list for a small fee. Please email me with your idea.



Other Policies & Payments

Payments

Payments for services mentioned above are accepted via Paypal only.

Other Ad Policies

- * No refunds will be made.
- * Advertising is done on a first come first serve basis.
- * I reserve the right to refuse any ad if I feel the content is not a good fit for Mom's Blog.

Review Policies

- * I disclose and follow the FTC policies.
- * A full sized product is required for all reviews and will not be returned.
- * There is no fee for the review on my blog for your product, providing that the product received has a value of \$25 or more.
- * Please allow 4 to 6 weeks for the product review to be posted on my blog. If you have a specific date in mind for the review, I will try my best to accommodate your request. If you have a specific date or time frame you would like the review to be posted, please let me know this ahead of time so I can make special notes in my calendar.
- * I am NOT responsible for any shipping charges. Any packages sent COD will be refused and will be returned to sender.
- * I will not post a negative review, but I will offer my honest opinion if there is a feature I do not like. If I cannot provide a positive review, I will contact you prior to posting.

Giveaway Policies

- * A giveaway in addition to the review will greatly increase attention to your product, sometimes even more than a review by itself.
- * The giveaways listed are actively promoted on social networking sites and blogging communities to further increase exposure including Facebook and Twitter.
- * Giveaways without a review product may require a fee.
- * Giveaways will run for 14 days unless shorter time is needed. Please let me know if you have a deadline for the giveaway before I publish.
- * If you have Facebook or Twitter pages or other follow methods you would like mentioned in my post, please let me know before I publish the giveaway.
- * Please do NOT ship any giveaway prize to me. You must ship the giveaway winner's prize to them after the giveaway has ended.



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