

Advertising with Park Slope Parents: A Snapshot

Promotion	Type	Size	Pricing	Term	Details	Extras
Membership Perks Program	Listing	N/A	Free	Unlimited	Provide PSP members a discount for services, special shopping days, etc. Business will be listed on the PSP web site as well as part of a bi-monthly email sent out to all members.	Receive a Park Slope Parents Membership Discount Provider Decal for your business or an image to put on your web site.
Commercial Advertisement to our EMAIL GROUP	Listing	Up to 40 lines of text and up to 1,500 characters. Subject line should be no more than 50 characters. Graphics not available	\$ 100.00	Cost per post	Your email message sent out to over 3,500 member families on the Park Slope Parents Email Group.	a) Brooklyn-based 501(c)3 not-for-profit organizations and certified educational organizations are eligible to receive one free post per quarter. Subsequent posts in the same quarter are \$25 each. b) Sole proprietorships and other small businesses who feel they cannot afford \$100 can write to request a discount.
WEBSITE Run-Of-Site Banners	Basic	180x75 pixels	\$ 500.00	6 months	For run on interior pages	\$500 additional to include ads on homepage.
	Premium	180x150 pixels	\$ 750.00	6 months	For run on interior pages	\$500 additional to include ads on homepage.
WEBSITE Category Banner	Half	234 x60 pixels	-	6 months	Half-width of the header	Pricing begins at \$300.
	Full	468x60 pixels	-	6 months	Full width of the header	Pricing begins at \$500.

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Email advertising@parkslopeparents.com for more information

