

## New Digital Advertising Opportunity

### Reach Parents Across the United States

For the first time, reach and visibility is accessible in multiple local markets across the country in one ad buy.

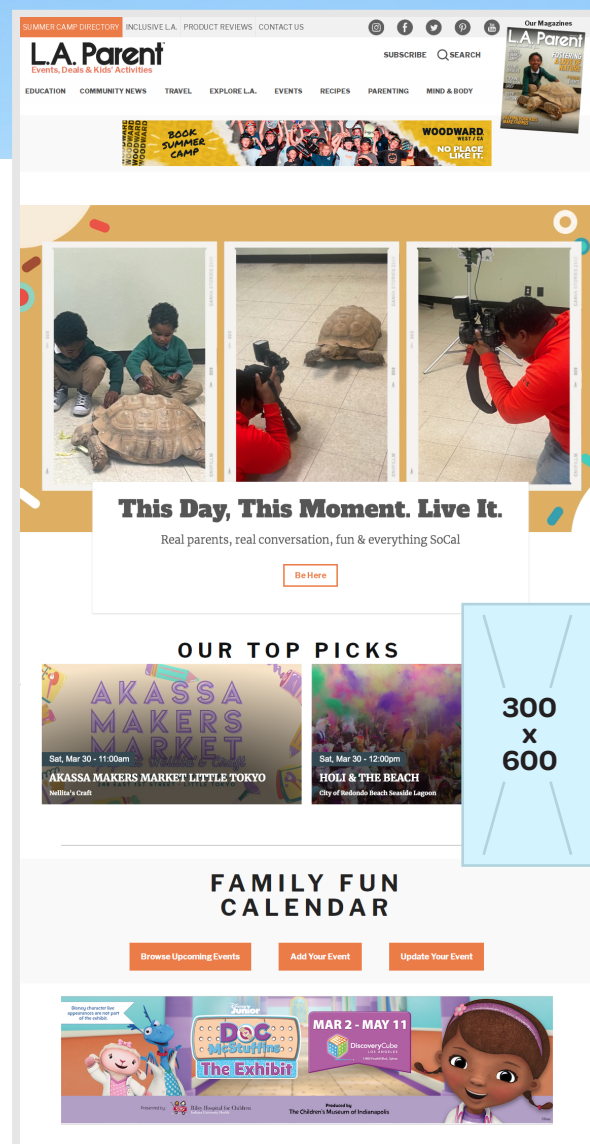
A coalition of influential online local Parenting publishers are offering premium digital ad inventory exclusively in partnership with Broadstreet Ads.

- Superior audience and content quality
- Above the fold 300x600 slide-in positions
- Exclusive opportunity - only 1 advertiser

**Performance:** Detailed impression and click reports containing timestamped, geographic user engagement data.

## \$14,500 per month

Maximum availability: 1.1 million Impressions per month on average  
300x600 image or HTML5 creatives



### WESTERN

| STATE      | PUBLICATION   |
|------------|---|
| CALIFORNIA | Bay Area Parent East Bay<br>Bay Area Parent San Francisco<br>Kern County Family (Bakersfield)<br>L.A. Parent Magazine<br>Mendo-Lake Family Life<br>Monterey Bay Parent<br>Parents' Press (San Francisco)<br>San Diego Family Magazine<br>Sonoma Family Life |
| COLORADO   | Colorado Parent Magazine (Denver)   |
| OREGON     | PDX Parent (Portland)   |
| WASHINGTON | ParentMap (Seattle)<br>Seattle's Child  |

### CENTRAL

| STATE        | PUBLICATION  |
|--------------|--|
| ILLINOIS     | Chicago Parent   |
| KANSAS       | Kansas City Parent   |
| MICHIGAN     | Ann Arbor Family<br>Metro Parent (Detroit)                                   |
| OHIO         | Cincinnati Family<br>Northeast Ohio Parent (Cleveland)<br>Toledo Area Parent |
| SOUTH DAKOTA | 'Hood Magazine (Sioux Falls)   |

### SOUTH

| STATE     | PUBLICATION  |
|-----------|--|
| FLORIDA   | Flagler Parent<br>Giggle Magazine (Gainesville)<br>Neapolitan Family (Naples)<br>St. John Parent<br>Volusia Parent |
| GEORGIA   | Atlanta Parent   |
| LOUISIANA | Baton Rouge Parents Magazine<br>Nola Family  |
| OKLAHOMA  | MetroFamilyMagazine (Oklahoma City)<br>TulsaKids Magazine  |
| TENNESSEE | Nashville Parent   |
| TEXAS     | DFWChild (Dallas/Ft. Worth)  |

### EAST

| STATE                | PUBLICATION   |
|----------------------|---|
| DISTRICT OF COLUMBIA | Washington Family<br>Washington Parent  |
| MARYLAND             | Baltimore's Child<br>Chesapeake Family (Annapolis)<br>Frederick's Child<br>Washington Family (D.C.)<br>Washington Parent (D.C.)                                 |
| MASSACHUSETTS        | Boston Parents' Paper   |
| NEW YORK             | Bronx Family<br>Brooklyn Family<br>Long Island Family<br>New York Family<br>QueensFamily<br>Rockland Parent<br>S.I. Parent (Staten Island)<br>WestchesterFamily |
| PENNSYLVANIA         | Metrokids (Philadelphia)  |
| VIRGINIA             | Fredericksburg Parent<br>Washington Family (D.C.)<br>Washington Parent (D.C.)   |