



## Connecting you to your Southeastern Wisconsin family consumer market.

Website · Weekly e-newsletter · Special Events  
Social Networking Sites

**Families with children pre-born, teen and everything in between.**

[www.JustAddKidsOnline.net](http://www.JustAddKidsOnline.net)

### The Just Add Kids audience:

- Parents from Racine & Kenosha metro area, primarily moms – 82%
- Number of children:
 

1 – 36%	2 – 43%
3 – 8%	4 – 13%
- Age of child(ren):
 

under 2 years old	24%
2 through 4 years old	40%
5 through 8 years old	44%
9 through 12 years old	34%
13 years and older	22%

Stats collected via SURVEY MONKEY 6/2011



**"ALL PAID DISPLAY ADVERTISEMENTS INCLUDE URL CLICK THRU TO YOUR WEBSITE PLUS FACEBOOK & TWITTER SHOUT OUTS FOR YOUR BUSINESS!"**  
*JAK's got your back!*

### ADVERTISING in Just Add Kids weekly e-newsletter JAK Happenings

#### LEADERBOARD SPACE (763 pixels wide x 90 pixels tall)

TOP POSITION \$35 per issue-1 issue  
\$25 per issue-2-5 issues  
\$22 per issue-6+ issues

BOTTOM POSITION \$20 per issue-1 issue  
\$15 per issue-2-5 issues  
\$13 per issue-6+ issues

**DATE BLOCK highlight** \$10 per issue

**DEDICATED EMAIL** \$75 per send

#### WIDE SKY SPACE (160 pixels wide x 600 pixels tall)

\$30 per issue-1 issue  
\$20 per issue-2-5 issues  
\$18 per issue-6+ issues

#### LOGO TILE SPACE (125 pixels x 125 pixels)

\$20 per issue-1 issue  
\$15 per issue-2-5 issues  
\$13 per issue-6+ issues

Client provides artwork.

### ADVERTISING on JustAddKidsOnline.net

#### LEADER BOARD SPACE (728 pixels wide x 90 pixels tall)

#### WIDE SKY SPACE (160 pixels wide x 600 pixels tall)

#### LOGO TILE SPACE (125 pixels x 125 pixels)

Rates listed are per month, unless otherwise noted

**HAPPENINGS** page \$50 LB/\$45 WS/\$35 LT

**HOME** page \$45 LB/\$40 WS/\$30 LT

**JAK BIRTHDAY BASH** page \$35 LB/\$30WS/\$20 LT

Deluxe Birthday Party Provider Listing is \$160 for year  
see *JAK Birthday Bash* info sheet for details!

**RESALE RESOURCE** \$30 LB/\$25 WS/\$15 LT

**CONTEST** page \$30 LB/\$25 WS/\$15 LT

**BUSINESS DIRECTORY\*** page \$25 LB

**ABOUT** page \$20 LB

**CONTACT** page \$10 LB

**CAMP JAK** page \$35 LB/\$20 LT

Deluxe Camp Directory Listing is \$125 for season (Mar-Aug)  
see *CAMP JAK* info sheet for details!

**HARVEST HAPPENINGS** page \$40 LB/\$35 WS/\$25 LT

Deluxe Harvest Directory Listing is \$25 for season (Sept-Oct)  
see *HARVEST HAPPENINGS* info sheet for details!

**EVENT** page (per event sponsorship agreement)

Client provides artwork.

### MarketPlace BUSINESS DIRECTORY\* ADVERTISING on JustAddKidsOnline.net

#### CATEGORY LISTING

(ie: SCHOOLS, DAYCARE CENTERS, RETAIL, FINE ARTS, SPORTS, etc)

\$60 for 1 year (\$5/mo)

\$48 for 6 months (\$8/mo)

Includes: Name, address, phone, website w/click thru

#### CATEGORY SPONSOR -Logo Tile Ad

(125 pixels x 125 pixels)

Includes Category Listing

add \$10/mo (3 month minimum required)

#### SPONSORED BLOG on **JAK Chat** \$75

Your story, your logo/photos, our audience! Ask for details.

**Contact:** Paula Herrmann, (262)909-1884

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Advertising space is limited and space reserved with signed agreement. Just Add Kids reserves the right to revise rates without notice, with contract rates honored.