

Zone 1 (exclusive or rotating)  
(Exactly 920px wide x No greater than 125px high)

scale: 50%

## ChoiceMoms.org Online Advertising Rate Card

*Building community, resources and services for the Choice Mom community worldwide*

### Audience

ChoiceMoms.org is more than information. It is a community. This is where single women come to learn, explore and share the journey of choosing motherhood. Where we find out about products and services recommended by other Choice Moms. Where we talk about finances, childcare, fertility, adoption, stress, newborns and daily life as a working mom with a growing child. Where we aren't confronted with ads designed for happy couples.

There are many types of women who visit the ChoiceMoms.org site, but all of them have in common a strong motivation to create a loving, healthy home for a child. On average, they are between 30 and 49 years of age, own their own home, and have a postgraduate degree. The Choice Moms brand has become recognized as a place for smart, discerning single women to find the resources they need.

### What we offer our advertisers

Created by the former executive editor of Time Inc. Custom Publishing, the information is dynamically grouped into eight categories so that women choose what THEY want to read based on the stages and topics pertinent to their life. Advertisers are positioned specifically in the areas where women need their products and services. All advertisers must be singles- and lesbian-friendly. A special "Choice Mom-friendly" stamp of approval is reserved for advertisers who offer special discounts specifically for the Choice Mom community.

### Ad Sizes

	Size	
Zone 1	920 x 125	\$500 per month
Zone 2	275 x 450	\$500 per month
Zone 3 (limit of 4)	125 x 125	\$130 per month
Zone 4	125 x 125	\$120 per month

### Schedule

Ad materials are due 5 business days prior to ad start, 10 business days if design/production is required. In most cases, ads start on the 5th day of the month and end on the 4th day of the last month of your contract.

### Specifications

To ensure the highest-quality layout, please create your banner ads to these specific proportions. JPEG (.jpg) is the only file format accepted. All ads must be in web-ready condition, or additional fees may be added.

Zone 2  
(exclusive or rotating)

Exactly 275px wide  
No greater than 450px  
high

scale: 50%

Zone 3  
Multiple  
(125 x 125)

scale: 50%

Zone 3  
Multiple  
(125 x 125)

scale: 50%

Zone 3  
Multiple  
(125 x 125)

scale: 50%

Zone 3  
Multiple  
(125 x 125)

scale: 50%

Zone 4  
Multiple  
(125 x 125)

scale: 50%

Zone 4  
Multiple  
(125 x 125)

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Multiple  
(125 x 125)

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Zone 4  
Multiple  
(125 x 125)

scale: 50%