

Advertising with A Mother's Charm

Advertising with A Mother's Charm (AMC) is easy and affordable. Our method allows your organization to advertise in a flexible and unique way that fits your budget and resources while making the most impact – directly reaching your target audience of adoptive parents, prospective adoptive parents and/or adoption professionals.



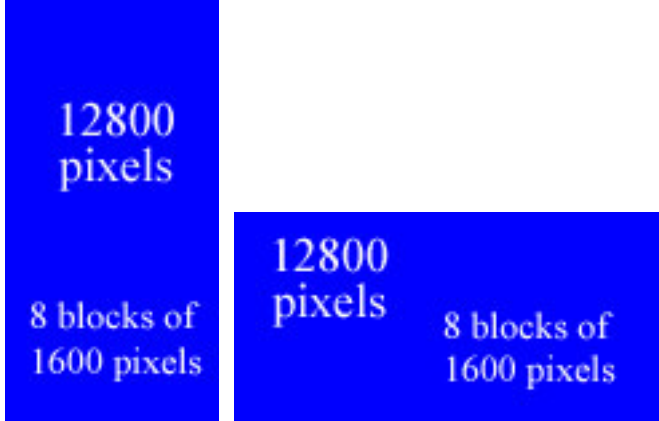
You Design It – Your Way

Your organization can currently advertise in two places with AMC: our website and our newsletter.

Advertising with AMC follows a block-segmenting format. Advertising blocks are simply units of 40 x 40 pixels.

Your organization supplies the ad in .jpg or .gif format. Your ad can be formatted in any number of blocks (1 block to unlimited blocks) and in any configuration desired (vertical, square, horizontal, etc.). Your ad is in the control of your organization.

PIXEL BLOCKING (Below are some sample configuration.)

| Dimensions | Total pixels | Example |
|------------------------------------|--------------|--|
| Base Pixel Block 40 x 40 pixels | 1600 pixels |  |
| 2 (40 x 40) blocks | 3200 pixels |  |
| 8 blocks | 12800 pixels |  |

(See pricing – page 2)

A Mother's Charm
1410 G Avenue
Suite M
Plano, TX 75074
Phone: 866-610-1829
E-mail: information@motherscharm.org

PRICES

Thousands of people in your target market visit motherscharm.org and read our informative newsletter each month. Take advantage of the attention and unique position that A Mother's Charm holds with adoptive parents, potential adoptive parents and adoption professionals across the country.

HTML Newsletter Ad (Deadline is typically the end of the month for the next month's newsletter.)
\$15 per pixel block (40x40 pixels) per issue (Prices are per 1600 pixel block - 40x40 pixels)

Add an Article: \$25 per issue

Your organization may also be interested in submitting an article to be placed beside your ad in our AMC newsletter. This method has worked well for adoption organizations that have time-sensitive programs for which they need to generate action from the public. For example, an adoption agency might generate many leads for prospective host families (angel program) by placing an article (beside their ad) featuring a success story of one of their past host families.

The article may not be an advertisement that merely speaks to the services that your organization offers. The article has to actually have a story line. It is fine that it mentions your organizations service in the article, but it has to truly be an article for this add-on service.

New Offering **Website Ad** (motherscharm.org)
\$25 per pixel block (40x40 pixels) per month (Prices are per 40x40 pixel block.)
Discount for yearly advance payment (\$20 per pixel block per month)

Other Ad Services

If your organization is in need of assistance on designing an advertisement, AMC offers a fee based ad design service. Please contact Ruth Ellen Heaton (214-695-4109) for more information.

CONTACT INFO

For more details/deadlines and/or to purchase ad space, please contact A Mother's Charm toll-free at 1-866-610-1829.