



907 Madelyn Drive Kearney, MO 64060

Sales 816-255-7067

Business 816-560-1091

BabyBumps.net is proud to announce their official launch January 1, 2008!

We are the Web's round-the-clock spot for expectant parents in the Kansas City metro area. Our readers will be able to log on anytime to locate the resources they need for their new baby. Whether searching for a great doctor, chic nursery decor or the perfect baby shower gift... they will find it at BabyBumps.net.

For a limited time, we are offering advertisers their **first three months free!** Although there is no commitment to continue membership after the initial trial period, we know that you will be pleased with the value of our advertising packages, the amount of traffic we generate and the new clientele that you receive.

Our marketing team are pros at creatively positioning your brand for our readers. BabyBumps.net has already received tremendous feedback from potential advertisers and media outlets in the area. We already have live interviews scheduled with several local news stations and are researching additional advertising opportunities involving local magazines, TV stations, radio groups, newspapers, fliers and newsletters. Excitement is brewing and word-of-mouth is traveling quickly, that BabyBumps.net will soon be the #1 baby resource for KC parents.

We invite you to join our online business community and we look forward to building a successful partnership!

Sincerely,
The BabyBumps.net Team

Advertising Sales: Cindy Woodson
(816)255-7067 or sales@babybumps.net

Business Inquiries: Julie Bell
(816)560-1091 or info@babybumps.net

Web Support: Andrea Osiek
(417)781-0352 or websupport@babybumps.net



Frequently Asked Questions

How do expectant parents find your site?

Expectant parents will be able to find our site through the extensive advertising campaign we are currently launching. BabyBumps.net has already received tremendous feedback from potential advertisers and media outlets in the area. We already have live interviews scheduled with several local news stations and are researching additional advertising opportunities involving local magazines, TV stations, radio groups, newspapers, fliers and newsletters.

How many visitors can I expect?

Based on initial interest in the website, we expect our advertisers to receive an average of between 100 and 150 visitors a month to their ad. We will provide tools on the site to track and report those visitors.

Can I change my ad?

We will allow one major change on your ad during your contract period. Our design team will make the necessary changes with seven days of receiving your request. No changes will be allowed during the initial three month trial period. Upon request, additional changes may be allowed for a small fee.

How is my ad designed?

We have a design staff which can design your ad or you can submit your own. Please see the attached document on advertising and specifications.

How do I pay for my ad?

You can pay for your ad by check, money order or through Paypal™. When your contract nears expiration, we will contact you for renewal.



Advertising Packages

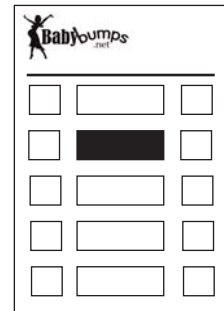
If you choose to continue advertising with BabyBumps.net after your initial **FREE 3-month trial period**, we offer a variety of advertising packages for our clients. Our goal is to give you a wide range of choices to meet your advertising needs and budget. View placement of available banners and tiles by visiting the website.

Home Page Premium Banner

Acquire one of the most visible positions on our website with a custom designed banner that reflects your company and brand. All banners include a link to your website.

These banners are very limited so we ask that you please call our Sales Team for availability.

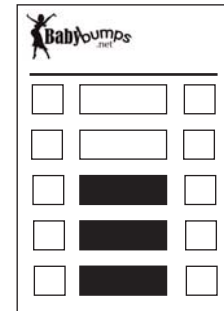
\$150 per month • \$1650 per year



Home Page Advertising Banner

Gain homepage exposure with an advertising banner placed on our homepage. The tile links directly to your website or brochure. Custom designed with your logo and up to one image plus text. Homepage banners are sold by available position.

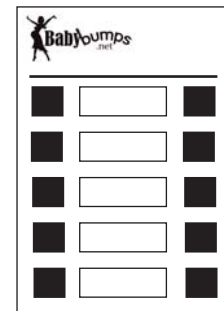
\$125 per month • \$1375 per year



Home Page Advertising Tiles

Gain homepage exposure with an advertising tile placed on our homepage. The tile links directly to your website or brochure. Custom designed with your logo and up to one image plus text. Homepage tiles are sold by available position.

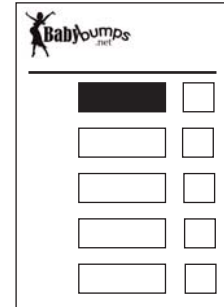
\$100 per month • \$1100 per year



Category Premium Banner

Achieve great exposure with the first banner on the page in the category of your choice. Custom designed with your logo and up to one image plus text. Links directly to your website. Sold by availability.

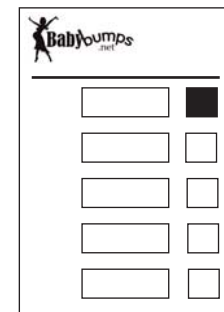
\$75 per month • \$825 per year



Category Premium Tiles

Achieve great exposure with the first tile on the page in the category of your choice. Custom designed with your logo and up to one image plus text. Links directly to your website. Sold by availability.

\$50 per month • \$550 per year

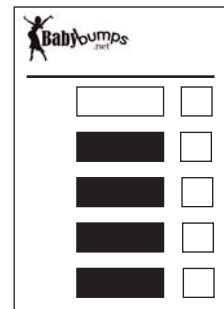


Category Banner

Advertise your business with a banner placed on the category page of your choice. All banners include a link to your website.

No limit on the number of banners per page.

\$35 per month • \$385 per year

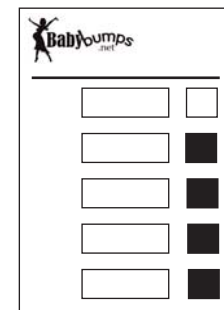


Category Tile

Advertise your business with a tile placed on the category page of your choice. All banners include a link to your website.

No limit on the number of tiles per page.

\$25 per month • \$275 per year





How We Promote Your Business

We are constantly promoting BabyBumps.net, with the goal of continually increasing the number of expectant parents visiting our site each day. As a new company we are committed to continually adding new techniques to our marketing plan with the goal of being Kansas City's premier directory for expectant parents. We understand the needs of our readers and we want to see your business succeed as much as you do.

Publicity

BabyBumps.net has already received tremendous feedback from potential advertisers and media outlets in the area. Even before the official launch we are receiving requests for interviews from local television stations. Word is spreading quickly and we foresee that this attention will only grow as we near our launch in January.

Search Engines

Our Search Engine Optimization Team is constantly striving for top placement in Google, Yahoo and MSN listings. These three search engines account for the majority of all searches conducted on the web.

Local Baby Fairs and Publications

We are continually searching for locations and publications in which to promote BabyBumps.net. Our business team is currently researching additional advertising opportunities involving local magazines, TV stations, radio groups, newspapers, fliers and newsletters.

We love to talk about BabyBumps.net! For press inquiries, please contact Julie Bell, (info@babybumps.net), or call her directly at (816)560-1091.



Advertisement and Specifications

Need us to design your ad?

The BabyBumps.net design team is available to design your ad for a build fee of \$20. Customization or special requests may have additional fees.

All advertisements can contain your logo and up to one image, which should be provided by the advertiser.

The quality of the ad is affected by the resolution of images you submit.

Therefore, we recommend a resolution of at least 75 dpi for all images, at a size of 150x150 pixels for tiles or 150x425 pixels for banners.

Questions regarding specifications may be directed toward our web development team at websupport@babybumps.net or by calling (417)483-5664.

Submitting your own ad

If you would prefer to design your own advertisement tile or banner, we recommend that it be built to following specifications:

- Advertisements cannot exceed the maximum file sizes below.
 - Banners** must measure 150x425 pixels with a maximum file size of 30KB.
 - Tiles** must measure 150x150 pixels with a maximum file size of 25KB.
- All ads must be in .gif or .jpg format.
- Animated banners or tiles are NOT currently allowed on our site.

We require three business days to post banners once received and/or approved, providing materials are created in accordance to the above specifications.