

Great Opportunities at Gainesvillemoms.com

Here is your chance to advertise directly to moms across the Greater Gainesville area! Gainesvillemoms.com is an online community dedicated solely to motherhood. It's a place where moms (and dads) and grandparents can give and receive useful, proven advice and share wisdom in the daily "practice" of parenting.

Gainesvillemoms.com is a unique site. It is hosted and maintained by its own writer, or moderator in modern terms, Stacy Fournier. Stacy is a soon-to-be Gator grad and aspiring journalist. But she does her most important work at home as a wife and mommy to a doll-playing, dress-up-loving daughter born March 2006. Local moms all over the north Florida region have joined Stacy and are a part of this special online community.

January 2009 marked the 1 year anniversary of Gainesvillemoms.com! With 15,000 registered users and over 77,000 page views per month, this is where to advertise to get the attention of moms in Gainesville.

Facts about Moms in Gainesville

There are 51,300 Moms in the Gainesville Area, aged 18 to 54 with at least one child 17 or younger
70% are between the ages of 25 and 44 • 50% read The Sun every Sunday • 80% of Moms go online
45% say The Gainesville Sun is their primary ad source, nearly 60% mention either The Sun or gainesville.com
1 in 4 moms visit gainesville.com during a typical 30 day period, 21% visit every week

Source: Braun Research 2007



A great opportunity to reach Gainesville Moms

Top Marquee	300x100	\$500
Top Large Ad	300x250	\$500
Second Large Ad	300x250	\$300
Leaderboard	728x90	\$300

Note: All positions limited to 3 advertisers in rotation



For more information call
your Gainesville Sun
account executive or
352.374.5079.

GainesvilleMoms.com

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Your ad will be placed in rotation on each page in the selected size within the GainesvilleMoms.com website. Your visibility is sustained as customers navigate through the blogs and forums.

Weight Limits:
Flash: 38k
Static: 28k (gif/jpg)