

# 2021 Birthday Party Guide

We know moms love celebrating birthdays! Inclusion in our annual Birthday Party Guide, will get your business front and center to hundreds of San Diego Families who are planning a birthday! So if you have a business, product or service and want to reach hundreds of San Diego families, this guide for you! Our Resource Guides are heavily marketed all year-long on our blog and all social media platforms.



## READER DEMOGRAPHICS

- 92% gather information directly through their phone
- 64% are likely to recommend a product found on our site
- Spent on average 3 minutes and 29 seconds browsing our site for information
- Families residing in San Diego County

*Launches Late February*

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**Sales Manager**

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SAN DIEGO MOMS™

## 2020 GUIDE STATS

- 3,500 Total Page-views
- Average time on the page - 3 minutes
- 20k Pageview combined on all SDM Guides
- 8k Daily Average FB reach
- 9k Followers on Facebook
- 12.5k Followers on Instagram

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San Diego Moms Resource Guides are updated once per year. New businesses may be added at a pro-rated rate.

## Presenting Sponsor

- Logo/Naming rights on the main page and logo inclusion on 2021 Birthday Party Guide Featured Image
- Your business featured at the top of the entire guide including your business logo or image, write-up (up to 150 words), contact information, and links. (\$400 Value)
- Two full page Sponsored Post on the blog, scheduled at a time of your choice (\$600 Value includes \$25 FB boost each)
- Four Facebook Shares (\$540 Value, \$10 ad spend each - ONE per quarter)
- Three Email Campaigns (\$300 Value)
- Listing in our Business Directory (\$50 Value)
- One Instagram Takeover (\$150 Value)

**Total \$1,250 / \$2,000 Value**

## Premiere Sponsor

(only 4 available per category)

- Your business featured at the top of designated category including your business logo or image (400x300), write-up (up to 80-100 words), contact information, and links. (\$200 Value)
- One full page Sponsored Post on the blog, scheduled at a time of your choice (\$300 Value includes \$25 FB boost each)
- One Social Media Share (on FB) (\$125)

**\$300 (\$700+ Value)**

## Gold Listing

- Includes: Company logo or graphic (300x200), short business write up (35-50 words) and website link and phone listing.

**\$100**

## Categories

Categories Include (but not limited to): Cakes & Party Treats, Party Planning & Service, Event Entertainment (face paint, characters, dance & more), Custom Paper/Decor Needs, Rentals (chairs, linens, tables, bounce house, etc), Make-And-Take Parties, Photo Booth/Photography, and Event Venues

Inclusion in our Resource Guides guarantees your information is available at the drop of a hat when parents are looking for specific information. Discounts offered for bundle listings.