



SAN DIEGO MOMS™

San Diego Moms Spring, Summer & Holiday Break Camp Guide

Stay in the Spotlight, 365 Days a Year, not just Summer!

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2023 Camp Guide Stats

26,820 Combined Page-views

Spring Break Guide

4,171 Page-views

Summer Camp Guide

19,177 Total Page-views

Holiday Break Camp Guide

3,532 Page-views

Year - Over -Year Growth

2020

2,742

PAGE-VIEWS

2021

4,548

PAGE-VIEWS

2022

14,000

PAGE-VIEWS

2023

26,820

PAGE-VIEWS

Why Moms?

Approximately **86% of moms schedule** the majority of all extracurricular arrangements for their family and **72% arrange for the payment.**



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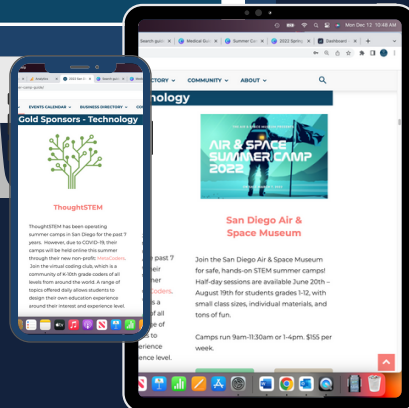
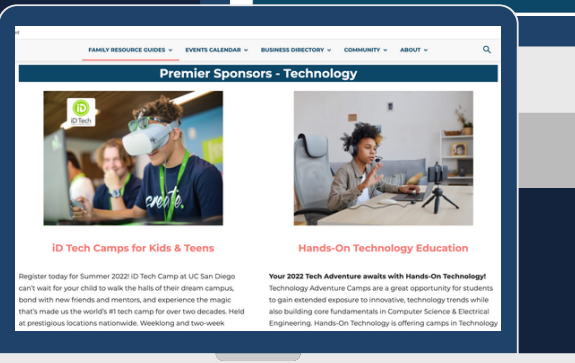
"Our camp and swim lesson programs have seen some impactful results since working with San Diego Moms for 1.5 years. Through the use of a promotional code, their marketing efforts have brought in over 100 campers & students between the two programs, but their reach and efforts extend beyond that, and we couldn't be happier."

Arthur, Camp Director

”

 SAN DIEGO MOMS™

San Diego Moms Reach



2.2K
FOLLOWERS

1.2K
AVG MONTHLY
REACH



19.2
FOLLOWERS

35K
AVG MONTHLY
REACH



10.2K
FOLLOWERS

25K
AVG MONTHLY
REACH



750
FOLLOWERS

280K
MONTHLY VIEWS

All guide listings are valid for one calendar year. Prorated rates are available for listings added three-months after the launch date. Discounts offered for bundle listings.

Summer Camp Guide Sponsorship Includes the Spring and Holiday Break Camp listings.

Demographics



San Diego County
41% Central
16% North
19% South
24% East



40% have One Child
• 60% have Two+ Children

By the Numbers



60k Pageview combined on all SDM Guides



Last Year's Summer, Spring and Holiday Camp Guides: 26,820k Page-views

65%

of our readers have inquired or shopped businesses, services or products recommended on our site.

PRESENTING SPONSOR Only 1 Available

\$2,500 (\$3,000+ Total Value)

- Logo/Naming rights on the main page of the Summer Camp Guide
- Your business is featured at the top of the entire guide, including an image + logo, write-up, contact info, and links. (\$1500 Value)
- (1) Sponsored Post (\$300 Value, \$25 FB Ad)
- (2) Instagram Shares (\$300 Value, \$10 Ad)
- (4) Facebook Shares (\$540 Value, \$10 Ad)
- (2) Dedicated Email Campaigns (\$300 Value)
- (1) Featured Business Directory Listing (\$125 Value)
- (1) Gold Sponsorship at Signature Event (\$300 Value)
- Guaranteed inclusion in Summer Camp Round Up Reel
- 50% OFF your choice of four additional advertising campaign items



CATEGORY TITLE SPONSOR

\$850 (\$1,000+ Value)

Only 1 Available per Category

- Your business featured in the top position of your chosen category (\$500 Value)
- Category Title Sponsor Banner (\$200 Value)
- Plus everything In Premier Sponsorship

GOLD SPONSOR

\$250 (\$600 Value)

Unlimited

- Includes: Company logo or graphic, short business write-up, website link, and phone listing. (\$300 Value)
- Business Directory Standard Listing (\$75 Value)
- Gold Listings are listed after Category Title and Premier Sponsors

PREMIER SPONSOR

\$650 (\$1,000+ Value)

Only 6 Available per Category

- Your business featured in one of the top six positions in your camp category.
- Listing Includes your business logo or image, write-up, contact information, and links. (\$800 Value)
- Guaranteed inclusion in Summer Camp Round Up Reel and email newsletters (minimum of 2)
- One Facebook Share - (\$125 Value + \$10 ad)
- Two Instagram Stories Share (\$100 Value)
- Featured Listing in Business Directory (\$125 Value)
- 50% OFF your choice of two additional advertising campaign items

GUIDE LAUNCH DATES

Holiday Break Guide:
September
2023

Summer Camp Guide:
Early February
2024

Spring Break Camp Guide:
End of January
2024



Partnership Perks

Discounts on future advertising or SDM Events

- Based on availability.

Swag Sponsorship Fees Waived for Events

- Include a flyer or brochure for any SDM event (\$50 Fee Waived)

Instagram Story Re-Shares for Partners Included

- 2 x Per Month



SAN DIEGO MOMS™

Featured Event Listings

- Add events to community calendar and receive a FREE featured listing.

Access to closed SDM Partner Facebook Group

- (Optional) In this group we share special promotions, events and opportunities for partners.

Swag Sponsorship Fees Waived for Events

- Include a flyer or brochure for any SDM event (\$50 Fee Waived)

Discounts on future online advertising or SDM Events

- Based on availability.

Camp Guide Categories



Categories Include (but not limited to):

- Traditional
- Arts, Dance and Performance (Musical Theater, Dance, Singing, Acting, Art, Music, Writing, Circus)
- Academic & Technology
- Gymnastics
- Ninja / Martial Arts
- Sports
- Outdoors, Nature and Adventure Camps
- Faith-based