



www.njplaygrounds.com

PO Box 395, Mount Tabor, NJ 07878

Sponsor NJ's #1 Guide to Indoor & Outdoor Playgrounds

Since 2008 NJ Playgrounds has been a great resource for parents and caregivers who want **great places to play** in the Garden State. Users find hundreds of playgrounds, indoor places to play and birthday party venues and other fun places to play.



We rely on sponsorships from local businesses to help turn our passion for play into a viable business. Our sponsorship opportunities are limited and exclusive. We approach businesses we would **recommend to friends**.



We built a **large network of fans** and followers (More than 2600 and growing daily!) with social networking sites such as Facebook and Twitter. We constantly provide updates on new discoveries, businesses, activities and events.

In March of 2011 The Playground Guide joined NJ Playgrounds to provide **even more coverage** of the playgrounds in Bergen, Morris, Sussex and Warren Counties -bringing more fans and followers.



Join us and encourage great play!



Amy Lamperti, Co-Owner, Director of Sales and Marketing
amy@njplaygrounds.com

A busy Mom of three in Morris County, Amy is the founder and author of *The Playground Guide* and passionate about the importance of play. She also has years of sales and marketing experience and an MBA in Finance from NYU that she tries to use for more than balancing her checkbook.



Sheila Sayah, Co-Owner, Editor
sheila@njplaygrounds.com

Another mom of three, Sheila is an engineer by trade and also a playground fanatic. She is the original architect of njplaygrounds.com and fiercely loyal to our fans and the integrity of our site. Schooled at Stevens Institute of Technology, if there's a web to untangle or code to decipher, Sheila's the one to do it. She was also a 2009 finalist in the NJ Social Media Hall of Fame.



www.njplaygrounds.com

PO Box 395, Mount Tabor, NJ 07878

Get Great Positioning

Top Banner

Our most visible and consistent position.

Be seen on 100% of the site, 100% of the time.

Top of site banner ad – only 6 spots available.

Rotates every 10 seconds automatically and

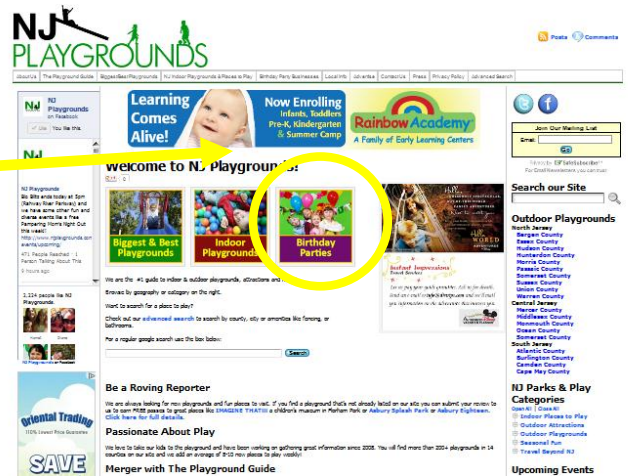
includes monthly Facebook shout out,



Promote Your Party Business

We recently re-launched our Birthday Party section due to consistent demand from our audience who all want to know the best venues and services available for parties.

Our birthday party section is linked directly from our home page and we list businesses alphabetically by the type of business it is. On our "overview" page we provide room for an image and a few highlights and then we link to a full listing that includes another image and tons of detail about your business.



Listings are free to any of our top banner advertisers and just \$95 a year for anyone who doesn't already advertise with us. You can pay via paypal or a credit card online and then submit your listing with our easy-to-use form or we can draft it for you. Whatever's easiest for you!

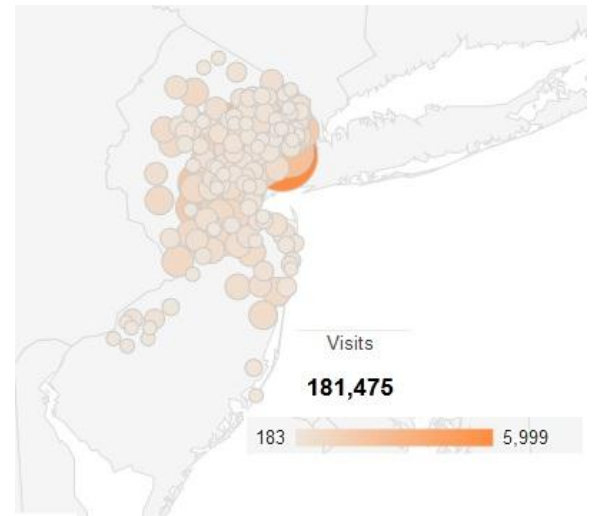


www.njplaygrounds.com

PO Box 395, Mount Tabor, NJ 07878

Let the people that LOVE to play find you on njplaygrounds.com!

- Over the past year more than 210,000 unique visitors found our website
- We get an average of 17,000 unique visits and 56,000 page views per month
- During our peak month (7/11) we had over 44,000 unique visits and over 125,000 page views
- We are up 69% from last year in terms of unique visits
- Our Home Page, Biggest and Best Playgrounds and Indoor Places to Play are our most popular pages
- The average visitor stays for approximately 2 minutes
- 81% of our traffic is via Search Engines
- 85% of our traffic was from NJ/NY visitors in the past year
- www.njplaygrounds.com is in the top 3 returns on google searches for "indoor playgrounds nj"
- We have over 2600 fans on Facebook as of Dec 2012 and more than 1700 followers on Twitter





www.njplaygrounds.com

PO Box 395, Mount Tabor, NJ 07878

Sponsorship Rates

| Type of Ad | Artwork | 1 Month | | 3 Months | | 6 Months | | Year | |
|----------------------------------|--------------|--------------|-------|--------------|-------|--------------|-------|-------------|--------|
| | | Mnth | Total | Mnth | Total | Mnth | Total | Mnth | Total |
| 100% of Site - Top Banner | 725 x 125 px | \$145 | \$145 | \$125 | \$375 | \$110 | \$660 | \$95 | \$1140 |
| Birthday Party Section | | | | | | | | \$ 95 | |

Additional Services:
Custom Packages : Contact us to discuss a customized package that works for your budget and complements your marketing strategy – e-mail Sheila Sayah at sheila@theplaygroundguide.com

Order Form

Name of Business: _____ Contact: _____

Phone: _____ E-mail: _____

Sponsorship Selection:

- 100% of Site Top Banner ___ 3 months ___ 6 months ___ 1 Year
- Birthday Party Listing for 1 Year
- I want to create a customized package for my business by targeting a specific geography, group of playgrounds or creating a coupon that goes on my review.

Payment Method:

- Send Invoice Check Enclosed Credit Card/E-mail me an invoice from Paypal

Artwork

Please send artwork to sheila@njplaygrounds.com