



exploring womanhood.com

The StorkNet.com Family Network of Sites



StorkNet's 
Pregnancy Week-By-Week Guide

About The StorkNet.com Network

Visitor Demographics

- ❖ **Gender: 92% Female**
- ❖ **Median Age: 25-44 Years Old**
- ❖ **Employed (in/out of home): 80%**
- ❖ **Median HHI:**
 - \$25K – \$74.9K – 70%
 - \$75K+ - 24%
- ❖ **Those Expecting: 30%**
- ❖ **First-Time Moms: 25%**
- ❖ **Those with (grand)Children: 64%**
- ❖ **College Educated: 92%**

- ❖ The **StorkNet.com Network** celebrated its **10th Year** of operation in 2006!
- ❖ The **StorkNet Family of Sites** grows with the child – from *Pregnancy to Birth and Beyond*, while addressing the needs of Mom from *Pregnancy and Birth, through Childhood and Beyond*, and personally on a more intimate level with *Woman Specific* issues and *Couples* issues.
- ❖ The **StorkNet.com Message Boards** keep moms connected each and every day. With over 100,000 online conversations going, caregivers are never without an answer to a burning question, or without an ear as needed! The **StorkNet.com Message Boards** have been providing a much-needed service since December 1997!

Testimonials... (Just a few unsolicited kudos from our audience)

- ❖ “StorkNet has honestly changed the way that I parent.” ~ Jan B
- ❖ “SN provides a great deal of support in anything from pregnancy, parenting, cooking, and the everyday gossip of what's going on in the real world.” ~ yep_theyre_twins
- ❖ “Support – That is what SN is all about.” ~ajpr2
- ❖ “I can't imagine going through my three pregnancies without StorkNet.com,” says pregnancy journal writer Bridget. “There is so much knowledge and information, from preconception and family planning to raising your teenagers. The StorkNet community is filled with a diverse and caring group of women ready to help answer any question or just share in the simple joys of raising children. It's a wonderful source of support; StorkNet really does have it all!”
- ❖ “SN helps me keep my family my priority. The old saying "it takes a village to raise a child"? SN is part of my village.” ~Djhdo
- ❖ “The women here are absolutely amazing; teaching me about life and love and raising children in this uncertain world.” ~ Hanabie

2008 Online Rate Card

Site-wide Advertising

Types	Location	Dimensions	File Size (Max.)	File Types	CPM (net)
Leader Board	Top of Page	728 x 90	25KB	Animated gif, jpg, HTML	\$7
Banner	Top of Page	468 x 60	25KB	Animated gif, jpg, HTML	\$7
Skyscrapers	Right Rail	120 x 600 or 160 x 600	25KB	Animated gif, jpg, HTML	\$7
Button Sponsorships	Left Rail	125 x 125	25KB	Animated gif, jpg, HTML	\$7
Rectangle	Center Column within text	300 x 250	25KB	Animated gif, jpg, HTML	\$7

Solo Ads

Our StorkNet "*Special Deliveries*" are your opportunity to shine! Designed to put your business in the best possible light, our *Special Delivery* solo ads are sent to 10,000+ highly targeted subscribers.



Click *Solo Ad* for larger image

Work-At-Home-Parents (WAHP) and Stay-at-Home Moms (SAHM) Sponsorships

Click *WAHP* and *SAHM* to visit our sample pages. These special cubbies offer extra affordable options to advertisers promoting a small or home-based business. Your 150x150 pixel image graphic will be prominently featured on the rails of these two pages, where a simple click will take visitors directly to your site's page of choice.

Cubby and Channel Sponsorships

- [Adoption](#)
- [Attachment Parenting](#)
- [Baby Names](#)
- [Baby Shower Planning](#)
- [Birth Control & Family Planning](#)
- [Bottle Feeding](#)
- [Breastfeeding](#)
- [Cesarean Birth](#)
- [Childbirth](#)
- [Cloth Diapers](#)
- [Complications \(High Risk Pregnancy\)](#)
- [Crafts for Kids!](#)
- [Frugal Living & Freebies!](#)
- [Heart of the Home](#) (on our Exploring Womanhood site)
- [Homebirth](#)
- [Infertility](#)
- [Multiples](#)
- [Neonatal Intensive Care](#)
- [Pregnancy/Infant Loss Support](#)
- [PAILS of Hope](#) ~ Pregnancy/parenting After Infertility and/or Loss Support
- [Postpartum Depression](#)
- [Preconception \(and Trying to Conceive\)](#)
- [Product Opinion/Review](#)
- [Safety/Recall Info](#)
- [Vaginal Birth After Cesarean](#)
- [Working Parents](#)

StorkNet cubbies are some of the most targeted advertising available site-wide. With nearly 30 categories to choose from, you're bound to find a category that suits your needs. Your 150x150 button is situated on the left rail of your sponsored page for a one month period.

- [Family Life](#)
- [Family Planning](#)
- [For Fun](#)
- [Parenting](#)
- [Pregnancy](#)
- [Tools](#)

StorkNet channels are wonderful tools for reaching a cross-section our audience. Each of six channels spans multiple cubbies, and with it so will your ad! Your 150x150 button is situated on the left rail of your sponsored page for a one month period.

Mall Sponsorship Spotlight

And spotlight...it is! Sponsoring our Mall homepage is the best way to ensure every shopper sees your ad. Your 250x250 pixel image graphic with up to 150 words of text and your embedded links will be prominently displayed on our homepage with the alphabetical listing of *all* our mall advertisers.

Mall Links & Mall Page Sponsors

- [Baby Equipment/Gear](#)
- [Baby Shower Planning](#)
- [Birth Announcements](#)
- [Books, Magazines & Videos/DVDs](#)
- [Breastfeeding Needs](#)
- [Children's Clothing](#)
- [Diapers](#)
- [Fun, Hobbies & Crafts](#)
- [Gifts](#)
- [Health & Beauty](#)
- [Holidays!](#)
- [For the HOME](#)
- [Maternity Wear](#)
- [Nursery Décor](#)
- [Office Supplies](#)
- [Online Auctions](#)
- [Pregnancy & Childbirth](#)
- [StorkNet Logo Items](#)
- [Toys](#)
- [Trying to Conceive & Home Pregnancy Test Kits](#)
- [Weddings](#)
- [Women's Clothing](#)

StorkNet Shopping Mall Links are available in any of the listed categories. Links are purchased in either six month or twelve month increments and consist of a 20 word text link with your URL link embedded within the header of your choosing.

Shopping Mall Page Sponsorships are available for each category. Your 250x250 pixel image graphic will be prominently featured on the mall page of your choice with your up to 150 word advertisement for your product or service.

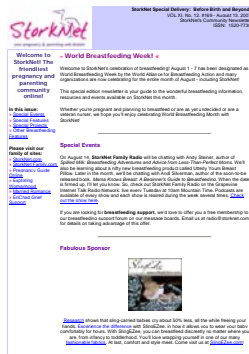
Home Page Text Box

A text box placed front and center on the StorkNet.com homepage. Your header titles the box and your 65 words of text are there for all of our viewers to gaze upon. This is an advertiser favorite!



Before Birth and Beyond (BBB) bi-weekly Enewsletter

Our Before Birth and Beyond Enewsletter is delivered to a highly targeted double opt-in audience of parents/family members every other week. As our *Featured Sponsor* (truly the case, as there is only ONE ad per issue) your message and 250x250 button image is prominently displayed and delivered to our 10,000+ and growing, list of subscribers.



Click [Enewsletter](#) for larger image of our most recent issue.

Custom Client Specific Media Solutions

At [StorkNet.com](#) we cater to all of our advertisers with the same thoroughness and diligence. Whether you are a WFH, SOHO, medium or gargantuan sized business we will work with you to create an advertising campaign to fit *your* specifications. If you are looking for something specific, [contact us](#) and we'll work with you to create the advertising campaign of your dreams.

Click here to: [Ask about volume discounts.](#)

StorkNet's  *Pregnancy Week-By-Week Guide*

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Wide Skyscraper	Right Rail	160 x 600	25KB	Animated gif, jpg, HTML	\$7
Regular Skyscraper	Right Rail	120 x 600	25KB	Animated gif, jpg, HTML	\$7
Buttons	Right Rail	120 x 240	25KB	Animated gif, jpg, HTML	\$7

PGO Homepage Sponsor

The Pregnancy Guide Online homepage (PGO) is a frequent stop for Moms-to-Be. Broken into trimesters, a curious Mom can select her gestation week and learn miraculous facts about her fetus. Just as easily, your 150 x150 pixel image graphic can display on the homepage left rail for a one month period. Matching mom to service is a PGO specialty and an advertiser's dream.

PGO Week Sponsorships

Pregnancy Guide Online *Weekly Sponsorships* are available for each of our 40 Pregnancy Weeks. Your 150x150 pixel image graphic will be displayed on the left rail of your sponsored week, exactly at the right time in a Mom-to-Be's pregnancy for her to be wanting, needing or contemplating your product, service, or business. There's no better way to reach your audience than through our PGO Sponsorship! At the specific time during her pregnancy when she'll most need the information that you are offering.

Custom Client Specific Media Solutions

At PregnancyGuideOnline.com we cater to all of our advertisers with the same thoroughness and diligence. Whether you are a WFH, SOHO, medium or gargantuan sized business we will work with you to create an advertising campaign to fit *your* specifications. If you are looking for something specific, [contact us](#) and we'll work with you to create the advertising campaign of your dreams.

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Custom Client Specific Media Solutions

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Custom Client Specific Media Solutions

At *MarriedRomance.com*, we cater to all of our advertisers with the same thoroughness and diligence. Whether you are a WFH, SOHO, medium or gargantuan sized business we will work with you to create an advertising campaign to fit *your* specifications. If you are looking for something specific, [contact us](#) and we'll work with you to create the advertising campaign of your dreams.

Click here to: [Ask about our volume discounts.](#)