



PLAYGROUND PARKBENCH

playgroundparkbench.com

Stats (Last 30 Days - 2/2018)

- * 70K UVMs
- * 120K pageviews
- * 35K social followers
- * 7K subscribers

Demographics

- * 90%+ female
- * 70%+ 25-44
- * Educated mothers
- * Home owners



MEET MEGHAN

Founder, Writer & Influencer



- * Mother of 3 (ages 6, 4 and 2)
- * Former financial analyst
- * Texas born, Connecticut based

Contact Meghan

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PRACTICAL PARENTING

Parenting tips without judgement from a savvy mom with 3 kids ages 6 and under. From sleep, feeding and potty training advice, to development, discipline and school readiness, as well as just mom life survival - hacks, routines, and easy family recipes.

Practical parenting means raising kids like we were raised - fostering independence, good manners, solid values, and common sense.

KIDS LEARNING ACTIVITIES

Hands-on, play-based enrichment activities for kids that encourage a love of learning and natural curiosity, enriching their education from home. Activities for toddlers, preschool, and early elementary aged children, with emphasis on children's literature and STEAM (science, technology, engineering, art and math) curriculum.



FAMILY FINANCIAL SAVVY

Moms wear many hats - parent, educator, disciplinarian, chauffeur, house keeper, chef, coach, activity director... and perhaps most challenging of all, household finance manager.

But many women today lack basic financial knowledge and skills. Household finances go beyond basic budgeting and penny pinching - learn to plan, invest, and save for you and your family's futures.



PLAYGROUND PARKBENCH RATE SHEET FEBRUARY 2018

Playground Parkbench partners with select brands that align with our core content areas and the interests of our target audience. Contact me to optimize a sponsored post package to achieve your brand's specific campaign goals. You can review my sponsored work to date at playgroundparkbench.com/tag/sponsored

STANDARD SPONSORED POST PACKAGE \$400

- * Blog post
 - 500 words minimum
 - 3-5 high quality images, optimized for SEO and social sharing as outlined below
- * Related social media shares
 - Posts to each of Facebook (1), Twitter (2), Instagram (1) and Pinterest (3)**
 - ** Minimum of 3 pins on Pinterest, including main Playground Parkbench board and 2 topical boards

3 MONTH AMBASSADORSHIP \$1,100 || 6 MONTH AMBASSADORSHIP \$2,000

Ambassadorships include a monthly standard sponsored post series (1 blog post and related social media shares per month as described in standard sponsored post package) for the duration of the relationship. Ambassadorships also include brand exclusivity for the duration of the series plus 30 days following its completion. List of competitive brands to be outlined at outset of agreement. Payment due pro-rata monthly.

SPONSORED POST PACKAGE ADD-ONS

Rates based on minimum purchase of standard sponsored post package

- | | |
|---|----------------------------------|
| * Giveaways +\$50 (product provided by sponsor) | * Drafts and pre-approval +\$75 |
| * 1-2 minute edited video +\$200 | * Additional social media shares |
| * Facebook Live session (min 5 minutes) +\$150 and up | - Facebook +\$30 |
| * Party Post +\$200 | - Instagram +\$50 |
| * Printables +\$40 per unique page | - Twitter +\$5 |
| * Rush (less than 1 week turnaround) +\$150 and up | - Pins (alternate image) +\$30 |

SPONSORED CONTENT AND DISCLOSURES

All sponsored rates above are for cash compensation. Payment is due within 30 days of post publication. All product must be provided in addition to compensation for photographs and review at least 2 weeks prior to scheduled publication date. All images and content created remain the intellectual property of Playground Parkbench, LLC. All rates are guaranteed for 90 days from February 1, 2018.

Please note: All sponsored content will always be disclosed as such as required by the FTC, including clear disclosure of sponsorship at the top of the blog post, start of the video, and on all related social media shares. All links to sponsors and affiliates will be coded "nofollow".

