

Advertising Opportunities on Bloom



Bloom is a website all about natural birth.

We are here to help expectant parents learn about birth, make informed decisions and build community by connecting them with local Spokane-area resources that support natural pregnancy and birth.

WHY ADVERTISE ON BLOOM?

Growing Web Traffic: Though Bloom is in its infancy, currently averaging about 700 visits a month, the site's popularity is growing and the number of visitors steadily increases every month.

Targeted Audience: Bloom is a great place for local and regional businesses to advertise their products and services to an audience of expectant and new parents interested in natural childbirth. No one else in the Spokane area comes close to Bloom in terms of content and resources focused on this subject.

High Visibility: A clean, minimal site design and limited advertising space throughout our site ensures that your ad will stand out and be seen by users.

Cost Effective: Online advertising is one of the most cost-effective advertising methods available.

Immediate Action: Consumers can immediately click on a link to your site to access more information about your business, make a direct purchase or register for services.

HOME PAGE ADS



The home page is the MOST VIEWED page on the website. There are up to 6 ad spots that appear in the right column on the home page.

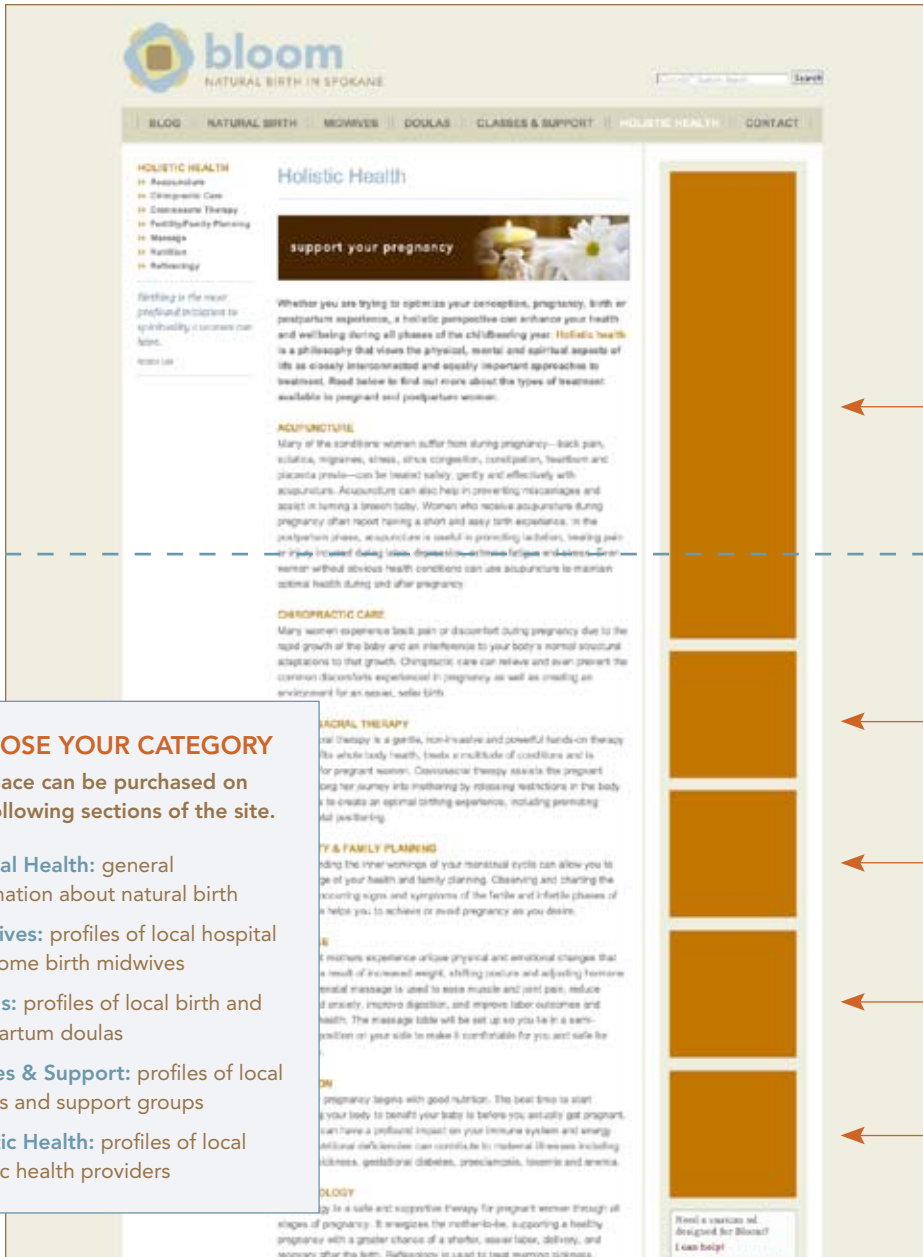
Top Ad
60 x 600

Top Ad \$150/month
The Top Ad is guaranteed to appear **above the fold**. The size of the ad can range from 60 x 60 (square) up to 60 x 600 (vertical). A larger sized ad ensures that the top ad will be the only one seen above the fold on the home page.

Lower Ads
60 x 60

Lower Ads \$50/month
Lower Ads typically appear **below the fold**. The size of these ads are 60 x 60 (square).

SECONDARY PAGE ADS



CHOOSE YOUR CATEGORY
 Ad space can be purchased on the following sections of the site.

- Natural Health:** general information about natural birth
- Midwives:** profiles of local hospital and home birth midwives
- Doulas:** profiles of local birth and postpartum doulas
- Classes & Support:** profiles of local classes and support groups
- Holistic Health:** profiles of local holistic health providers

More bang for your buck! Secondary page ads appear on every page within your chosen section of the site. For example, buying an ad space in the “Holistic Health” section means that your ad will appear on the section’s main page as well as every sub-page within that section.*

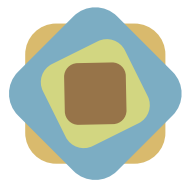
Top Ad
 60 x 600

Top Ad \$75/month
 The Top Ad is guaranteed to appear **above the fold**. The size of the ad can range from 60 x 60 (square) up to 60 x 600 (vertical). A larger sized ad ensures that the top ad will be the only one seen above the fold on secondary pages.

Lower Ads
 60 x 60

Lower Ads \$25/month
 Lower Ads typically appear **below the fold**. The size of these ads are 60 x 60 (square).

* Excludes the “Blog” section. If you are interested in advertising on the Bloom Blog, please inquire about pricing and terms.



bloom

NATURAL BIRTH IN SPOKANE

ADVERTISING CONTACT

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