

Media Kit
Boogers & Burps
boogersandburps.com

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WHY ADVERTISE WITH BOOGERS & BURPS?

Thank you for your interest in advertising with boogersandburps.com. Paula Reece, of Boogers & Burps, is one of the leaders in the mom blogging community because of her:

- **Longevity:** Paula has been blogging at Boogers & Burps since March 2008 and is recognized as a blogger who is stable and reliable with her blog and her audience.
- **Exposure:** Paula has attended three national blogging conferences:
 - BlissDom 2009 & 2010 - Nashville, TN
 - Type-A Mom 2009 - Ashville, NCShe has also attended the iBlog Conference 2009 in Perry, Iowa, and will be speaking at iBlog 2010 in November.
- **Credibility:** Paula has not overextended her blog by participating in sponsored posts or product reviews that do not fit the needs of her family or her audience. Because she is selective about who she will promote or review, she maintains credibility with her audience. She has come to be known as a tastemaker and one whose opinion is valued.

ABOUT PAULA REECE

After growing up in a family with three girls, Paula found herself raising three boys. Admittedly still perplexed at how the male brain works, she has learned to embrace the boogers and burps that come alongside the kisses and bedtime snuggles. But although she did graduate summa cum laude in college, she readily concedes that this mother gig is some tough stuff. She started blogging in part to dispel the myth that all mom bloggers are "supermoms," confessing that she once went through the same McDonald's drive-thru twice in two hours, her middle son went to the principal's office in first grade for indecent exposure in the lunchroom, and all-too-recently she found the half-eaten remains of a birthday cake on her bedroom floor. Despite this, she feels blessed to have been able to take her full-time editor job to a part-time status after her third son was born so she could be home with her boys before and after school. Paula shares her entertaining look at life with boys at www.boogersandburps.com.

Paula has guest-posted on the following blogs:

- Misadventures with Andi - www.misadventureswithandi.com
- Trenches of Mommyhood - www.sarahviz.com

Iowa Geek - www.iowageekonline.com
Travel Mamas - www.travelmamas.com
Iowa Moms - www.iowamoms.com

AUDIENCE DEMOGRAPHICS

Age

39% ages 36-40
24% ages 30-35
12% ages 41-50
6% ages 56 and older
6% ages 22-29

Gender

88% female
12% male

Marital Status

91% married
9% not married

Children

91% have children
9% do not have children

Highest Education

45% 4-year college degree
18% 2-year college degree
15% Master's degree

Annual Household Income

30% \$81,000-\$100,00
21% \$41,000-\$60,000
12% More than \$150,000
9% \$101,000-\$150,000
9% \$61,000-\$80,000

Employment Status

45% employed full-time
21% stay-at-home parent
9% employed part-time
6% retired

BLOG ANALYTICS

Monthly Unique Visitors: average 644* (but growing: Sept was 710)
Monthly Pageviews: 1287** (1387 in Sept)
Twitter Followers: 968

Feed subscribers: 42
Bounce rate: 34%
Google pagerank: 4
Alexa: 2,309,896

* This number is growing. September 2010 was 710.

* * This number is growing. September 2010 was 1387.

ADVERTISING OPTIONS

Standard banner sizes are as follows: 125 X 125, 468 X 60, 300 X 250, 120 X 600, 160 X 600

SIZE	125 X 125	468 X 60	300 X 250	120 X 600	160 X 600
RATE	\$20/month	\$40/month	\$30/month	\$45/month	\$50/month

Purchase 3 consecutive months of ads: 10% discount

Purchase 6 consecutive months of ads: 20% discount

Purchase 12 consecutive months of ads: receive 1 month free

SPONSORSHIP OPTIONS

Contact Paula about sponsorship opportunities that would fit with the content and/or readers of Boogers & Burps. Customized packages available upon request.

PAYMENT OPTIONS

Payments should be made in advance to Paula's PayPal account:

paulareece@msn.com

ADVERTISING GUIDELINES

All agreements will be made under the following guidelines:

- No refunds.
- No landing pages to porn sites.
- All users must land on the same page.
- Ads must be grammatically correct.
- Ads cannot offend based on race, gender, sexual preference or disability.
- No spam ads.