NYMETROPARENTS.com

WEBSITE DISPLAY OPTIONS

NYMETROPARENTS.COM is the site parents use to find the most comprehensive information, guides, resources and activities for their families in the Metropolitan NY and Fairfield markets. Our extensive database of calendar activities and articles provide insight from subject matter experts – and our award winning editorial team. NYMETROPARENTS.COM delivers the largest number of users online in our category through extensive online promotion and Search Engine Optimization. You can rely on parents seeking our guidance when searching for local information on what to do and where to spend.

SITE STATS (OCTOBER 2010)*	
Unique Visitors/month	200,000
Page views/month	1.6 million
Average page views per visit	5.3
Visits per month	1.5 million
Microsites visits/month	300,000

AD UNITS (50,000 IMPRESSIONS)		
Leaderboard	$750	(729 x 90 px)
Box	$750	(300 x 250 px)
Skyscraper	$500	(160 x 600 px)
Tile	$250	(125 x 125 px)

Skyscraper (160 x 600 px)

Tiles (125 x 125 px)

Box (300 x 250 px)

Leaderboard (729 x 90 px)

SERVING OPTIONS

Ads served Run of Site (ROS)
Presentation options include:

- Daily limitations
- Impressions/visitor
- Capping

*Source: AW Stats, October 2010

NYMETROPARENTS
BigAppleParent ■ BrooklynParent ■ QueensParent ■ NassauParent
WestchesterParent ■ RocklandParent ■ FairfieldParent ■ SuffolkParent

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