

RATE CARD



ADVERTISING

Connect directly with our engaged audience of moms and dads, caregivers and families.

Select the best fit to reach an informed parent market through our multi-platform advertising offerings.

1. EDITORIAL CONTENT Guest articles, blogs

Timely, engaging, impactful content from guest contributors.

Approved articles will be published on our Perspectives (blog) page.

Articles must:

- be relevant and resonate with our target audience
- meet our editorial standards

We recommend:

- up to 500 words maximum
- include links to your site

Pricing:

Single article	\$ 350
Bundle of 3 articles	\$ 900
Bundle of 4 articles	\$ 1,000

2. VIDEO CONTENT Interviews, guest experts

Promote your parenting-related topic, brand, business or subject matter expert.

We will conduct a video interview with your guest expert and publish it on our Profiles page.

Pricing:

Video interview + article	\$ 950
Bundle of 2 (videos + articles)	\$ 1,750
Bundle of 3 (videos + articles)	\$ 2,550
Facebook LIVE	\$ 750
Instagram LIVE	\$ 750

NOTE: All above pricing includes promotion and social media sharing.

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3. PODCAST CONTENT Interviews, guest experts

Promote your parenting-related topic, brand, business or subject matter expert.

We will conduct an interview with your guest expert and air it on our Podcasts page.

Pricing:

Podcast interview + article	\$ 950
Bundle of 2 (podcasts + articles)	\$ 1,750
Bundle of 3 (podcasts + articles)	\$ 2,550

4. SPONSORED CONTENT Advertorial

Promote your parenting-related topic, brand, business or subject matter expert.

Approved advertorial will be published on our Perspectives page.

Approved advertorial plus provided video content will be published on our Profiles page.

Approved advertorial plus provided audio content will air on our Podcasts page.

Recommendations:

- up to 750 words maximum
- include links to your site

Pricing:

Sponsored content article	\$ 850
Sponsored content article + video	\$ 1,550
Sponsored content article + podcast	\$ 1,550

NOTE: All above pricing includes promotion and social media sharing.

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5. RESOURCES Online listing

Promote your parenting-related topic, brand, business or subject matter expert on a page of trusted parenting resources.

Approved listing will be placed on our Resources page.

Recommendations:

- Your company logo
- Your company description
- Your website link

Pricing:

Annual listing fee **\$ 500**

6. SPONSORED E-BLAST Newsletter

Promote your parenting-related topic, brand, business or subject matter expert through a sponsored e-blast delivered to our audience of informed parents.

Approved content will be sent to our exclusive distribution list through our Where Parents Talk monthly e-newsletter.

Recommendations:

- Your company logo
- Your website link

Pricing:

Monthly (3 months – 3rd month free) **\$ 1,500**
Monthly **\$ 750**

NOTE: All above pricing includes promotion and social media sharing.

All rates listed do not include all applicable taxes

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CONTENT	TYPE	REQUIREMENTS	PLACEMENT	PRICING	
Editorial	Article Blog	Meet WPT editorial standards	Perspectives page	Single article	\$ 350
	Guest contributor	500 word-maximum Include links to your site	Shared on WPT social	Bundle of 3	\$ 900
				Bundle of 4	\$ 1,000
Video	Interview	WPT conducts video interview with your guest expert	Profiles page Shared on WPT social	Video + article	\$ 950
	Guest expert			Bundle of 2	\$ 1,750
				Bundle of 3	\$ 2,550
Facebook LIVE	Interview	WPT conducts video interview with your guest expert	Profiles page Shared on WPT social	Single FB LIVE	\$ 750
	Guest expert				
Instagram LIVE	Interview	WPT conducts video interview with your guest expert	WPT Social Shared on WPT social	Single IG LIVE	\$ 750
	Guest expert				
Podcast	Interview	WPT conducts podcast interview with your guest expert	Podcasts page Shared on WPT social	Podcast + article	\$ 950
	Guest expert			Bundle of 2	\$ 1,750
				Bundle of 3	\$ 2,550
Sponsored Content	Advertorial	Meet WPT editorial standards Promotion of parenting-related topic, brand, business or subject matter expert 750-word maximum Includes links to your site	Perspectives page Shared on WPT social	Advertorial	\$ 850
	Supplied content			Advertorial + video	\$ 1,550
				Advertorial + podcast	\$ 1,550
Resources	Listing	Your company description and website link	Resources page Shared on WPT social	Yearly listing fee	\$ 500
Sponsored E-blast	Newsletter	Your company logo and approved content included in e-newsletter (three-month period)	WPT e-newsletter Shared on WPT social	Monthly (3 months - 3rd month free)	\$ 1,500
				Monthly	\$ 750