



Advertising Opportunities
Media Kit

AdSales@LECPTA.org

Overview

- Lakewood Early Childhood PTA (LECPTA) is a group of approximately 400 households with children who live in the Lakewood area. Our organization supports children, family, education, and community activities. Our mission is to enrich the lives of neighborhood children, both by supporting/fundraising for local schools and by developing relationships among local families. We achieve this mission through events (such as the annual Lakewood Home Festival) as well as by holding social events throughout the year for members and their families.
- The following are ways to reach the very engaged LECPTA community and advertise your product, service, or event:
 - Website (www.lecpta.org) banner ads
 - e-Newsletter banner ads or promoted/integrated content blocks
 - Social media (LECPTA Facebook and Instagram) promoted posts

LECPTA Audience

LECPTA members are a highly sought-after target market of high-income local influencers:

- All are parents; the vast majority is female and between the ages of 25-44
- 77% have a household income of over \$200,000
- 98% are homeowners
- Average number of preschool/elementary aged children in HH: 2-3

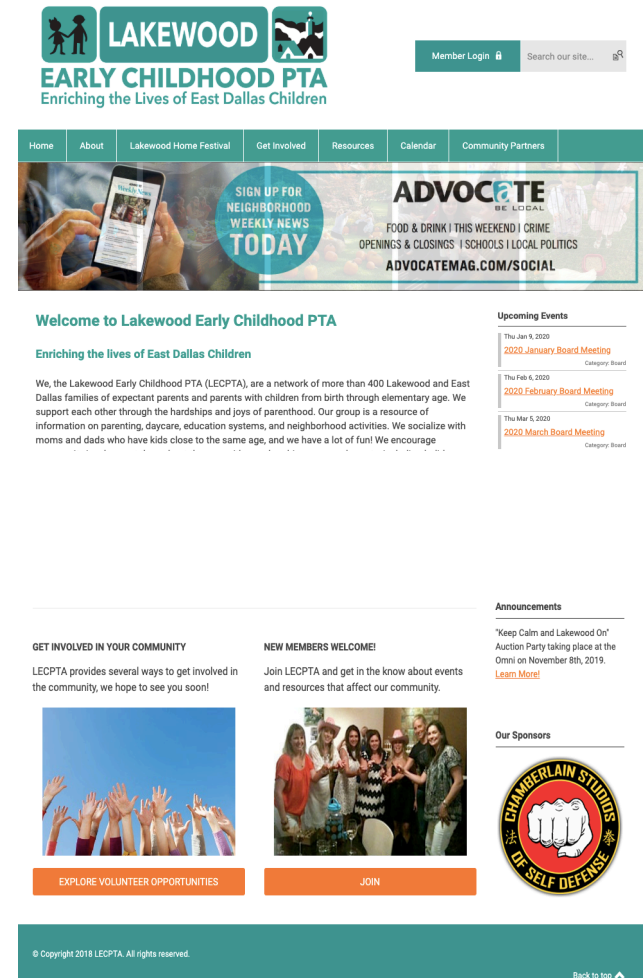
LECPTA members are big supporters of our advertisers and sponsors:

- 99% think more favorably of businesses that support local schools
- 94% of members stated it is important to support local retailers
- 91% would "go out of the way" to patronize businesses that support our local schools
- 72% of members are influencers and often sought out for advice before making a purchase

Website

Reach engaged visitors through a variety of placement options on www.lecpta.org

- Home page top header ad:
\$1,000/year or \$300/quarter
 - Rotating graphic, 980x200
- Home page right hand side ad:
\$500/year or \$150/quarter
 - Rotating graphic, 220x220
- Sub page/content right hand side ad:
\$400/year or \$110/quarter
 - Static (non-rotating) graphic, 200x300



E-Newsletter

Sent to ~400 members at least once a month

- Top header ad: \$600/year or \$180/quarter
 - 564x150
- Email body ad: \$320/year or \$95/quarter
 - 564x150 or 225x225
- Integrated content block (verbiage only): \$150 each
 - Max of 2 per newsletter and must be relevant to and appropriate for the LECPTA audience as determined by the LECPTA Board

For when you have a reputation for giving great presents every year...

Uphold it with [Dollar Shave Club](#). Their Ultimate Shave Gift Set comes with Prep Scrub, Post Shave Cream, Shave Butter...oh and razors, of course. And right now it's 18% off. Psst...today is the last day to order for delivery by Christmas. [Don't wait.](#)*

For when visions of sugar plums are keeping you up at night...

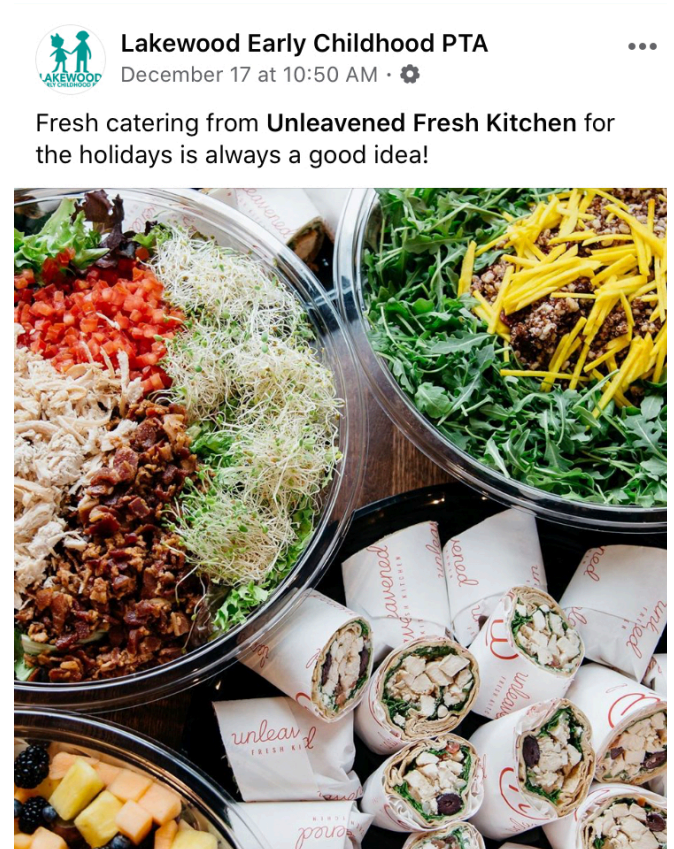
Ok, maybe it's your holiday to-do list. Either way, it's time to catch some zzz's. We partnered with Bose to compile our fave reads that will help you relax before bed. Bookmark 'em [here](#).*

*PS This is a sponsored post.

SKIMM'RS

Social Media

- Reach the engaged LECPTA audience directly on the LECPTA Facebook Page (1,600 likes) and Instagram feed (700 followers) with your message
- Max of 2 sponsored posts allowed per week (across all advertisers)
- Must be deemed relevant to and appropriate for the LECPTA audience as determined by the LECPTA Board
- Cost: \$150 per post



Advertising Packages (Discounted Rates)

Quarterly Bundled Package: \$550 (~\$650 value)

- Banner ad presence on LECPTA.org and in e-newsletters
- 2 social media posts on LECPTA Facebook/Instagram
- 1 integrated content block/ad in e-newsletter

Annual Bundled Package: \$1,600 (~\$1,900 value)

- Banner ad presence on LECPTA.org and in e-newsletters
- 6 social media posts on LECPTA Facebook/Instagram
- 3 integrated content block/ads in e-newsletter

Individual Rate Sheet List

Summary & Specs

Website (JPEG or PNG file type)

- Home page top header ad: \$1000/year or \$300/quarter; Rotating graphic, 980x200
- Home page right hand side ad: \$500/year or \$150/quarter; Rotating graphic, 220x220
- Sub page/content right hand side ad: \$400/year or \$110/quarter; Static (non-rotating) graphic, 200x300

E-Newsletter (JPEG file type)

- Top header ad: \$600/year or \$180/quarter; size: 564x150
- Email body ad: \$320/year or \$95/quarter; size: 564x150 or 225x225
- Integrated content block (verbiage only): \$150 each; max of 2 per newsletter and must be deemed relevant to and appropriate for the LECPTA audience as determined by the LECPTA Board

Social Media (JPEG file type)

- Facebook/Instagram post: \$150/each. max of 2 per week and must be deemed relevant to and appropriate for the LECPTA audience as determined by the LECPTA Board



Thank you!

Contact: AdSales@LECPTA.org