



## TopBabyNames.com

Reach consumers with request-based product offerings!

TopBabyNames.com—a website from the Parents Network custom media features highly sought after baby naming advice for parents. This destination also provides consumers with the opportunity to request samples and information, as well as take advantage of great deals from featured family brands.\*

Reach your ideal consumer within this relevant environment, delivering the most appropriate offer for maximum results!

### The opportunity

- TopBabyNames.com generates detailed information from interested consumers who proactively request to be contacted by your company. Consumer information could include the following: first and last name, home address, email address, baby's birth/due date, baby's gender, and baby's first name.\*\*
- With each lead generated, you gain a highly receptive consumer for ongoing marketing efforts such as email campaigns or direct mail efforts.
- Qualified leads will be available to advertisers in real-time.

### Timing

- To maximize effectiveness, ads will rotate for a minimum of 1 month.

### Program cost

- Call for quote.

### Advertiser will receive:

- 250 characters of copy announcing the special offer (Title: 50/Body: 200)\*\*\*
- 125x150 logo or product shot to display with your offer and confirmation
- 250 characters of copy confirming the special offer (Title: 50/Body: 200) with a direct link to your site

\*Advertiser responsible for fulfillment of the special offer.

\*\*Consumers are not obligated to provide information within the fields marked optional.

\*\*\*If the special offer is a sweepstakes, links to the company's privacy policy and rules will be available.

### **Program Manager**

George Bardenheier, [georgeb@partnersmarketing.com](mailto:georgeb@partnersmarketing.com)

Phone: (630) 524-9901 x16, Fax: (630) 524-9909

**1750 East Main Street, Suite 10 ♦ St. Charles, IL 60174 ♦ (630) 524-9901 Fax (630) 524-9909**