

A baby's safety is the most important thing to a parent so *Fit Pregnancy* is teaming up with JPMA to create a custom advertorial program that will help new and expecting parents choose the safest products for their little one. This must-save section in the October/November issue will highlight sponsors who are JPMA Members and will feature safety tips.

## SPECIAL ADVERTISING SECTION: IN-BOOK

- Sponsor's full page ad will run opposite a full advertorial page that we will create (templated format) and will run within the JPMA Sponsored Section for maximum impact
- Sponsor content can focus on safety tips or brand benefits
- Sponsor will receive logo exposure in section opener
- Cover stickers will drive readers to advertorial
- JPMA Members will receive 2% discount
- Bonus distribution of issue at the ABC Show (Media Bins)



## SPECIAL ADVERTISING SECTION: ONLINE

- Landing page of your advertorial to run online with direct link to your website
- *Fit Pregnancy* will promote the program via homepage exposure, Dedicated emails, promo ads, Social Media, Freebies page, etc.
- 25k Online package will include ROS exposure, including, Buyer's Guide and Gear sections and a custom dedicated email (timing TBD pending availability)

## SWEEPSTAKES

- One winner will receive a JPMA prize package (prize supplied by sponsor). Opt-in names will be given to sponsors for marketing purposes.

OCT  
NOV

# FitPregnancy

CLOSING DATE 7/18/2012  
 MATERIALS DUE 7/18/2012  
 ON-SALE DATE 9/17/2012