

SITTERCITY MEDIA KIT

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INFO & AUDIENCE

WHAT IS SITTERCITY?

Sittercity.com®, the inventor of online caregiving, is America's most trustworthy source for child care, pet care, senior care, home care and tutors, dedicated to making the process of finding a caregiver fast, easy, safe and fun. With access to hundreds of thousands of sitters nationwide, everyone can find a wealth of qualified caregivers in their area by using Sittercity's four-step screening process, which includes references, user-to-user feedback, personal interviews and free access to background checks.

AUDIENCE

All recipients are members of Sittercity who have opted in to receive our newsletters.

CARESEEKER BASE

- 97% female
- 83% HHI \$75K+
- 96% presence of children in HH
- Age Distribution:
30% ages 25 - 34
54% ages 35 - 44

SITTER BASE

- 96% female
- Age Distribution:
49% ages 17 - 24
26% ages 25 - 34

ADVERTISING

DEDICATED EMAIL

DISTRIBUTION

- Careseekers: 60,000
- Caregivers: 250,000

DESCRIPTION

Dedicated emails are communications to our members that have a single partner focus. These html emails are developed collaboratively with our partners and have the ability to include an offer.

RATES FOR EMAIL TO CARESEEKERS*

- 1x / year: \$5,000
- 2x / year: \$6,500 (35% savings per newsletter)
- 3x / year: \$7,500 (50% savings per newsletter)

RATES FOR EMAIL TO SITTERS*

- 1x / year: \$2,500
- 2x / year: \$3,250 (35% savings per newsletter)
- 3x / year: \$3,750 (50% savings per newsletter)

*Prices are for national distribution. Geographically-targeted emails are also available and priced per project.

MONTHLY NEWSLETTER

DISTRIBUTION

- Careseekers: 162,000
- Caregivers: 310,000

DESCRIPTION

Blasted monthly, the **Sittercity Newsletter** is very popular among our users. It includes updates that pertain to Sittercity members, like site upgrades and enhanced tools, as well as features on two to three handpicked partners we feel our members would enjoy. There are two versions of the newsletter: one targeting our parent database and one targeting sitters.

ADVERTISING

CARESEEKERS

RATES FOR NEWSLETTER ADVERTORIAL HIGHLIGHT

- 1x / year: \$2,500
- 2x / year: \$3,250 (35% savings per newsletter)
- 3x / year: \$3,750 (50% savings per newsletter)

RATES FOR NEWSLETTER BANNER ADS

- Several size options available – contact us for more information.

SITTERS/CAREGIVERS

RATES FOR NEWSLETTER TO SITTERS

- 1x / year: \$750
- 2x / year: \$975 (35% savings per newsletter)
- 3x / year: \$1,125 (50% savings per newsletter)

RATES FOR NEWSLETTER BANNER ADS

- Several size options available – contact us for more information.

USER COMMUNICATION EMAIL FOOTERS

DESCRIPTION

Every month, Sittercity sends hundreds of thousands of communications between its members. Since these emails are the primary way members connect on Sittercity, partner footers allow companies to engage with the Sittercity audience unlike any other. Email footers include a 100-word description and link to the partner's website.

RATES FOR EMAIL FOOTERS FOR CARESEEKER COMMUNICATIONS

- 1 week: \$3,000
- 1 month: \$10,000

RATES FOR EMAIL FOOTERS TO SITTERS COMMUNICATIONS

- 1 week: \$1,000
- 1 month: \$3,000

TESTIMONIALS & CONTACTS

TESTIMONIALS



"The partnership was a success and helped Yoplait Kids reach their goal! Due to the success of the campaign, Yoplait has decided to continue to work with Sittercity on similar programs."



"We received a great response from the newsletter. A lot of people were browsing the site around the time of its release. And because of the response we are putting more fashionable baby bag collections up!"



"When Sittercity.com sent out a blast promoting It's Hip Hop, Baby!, an educational DVD for toddlers, we immediately saw a boost in sales. As a result of our positive experience, we view email blasts from companies like Sittercity.com to be a great way to increase visibility for our growing brand."

CONTACT INFORMATION

For more information about advertising with Sittercity, please contact:

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