

description

week-long sponsorship on mombloggersclub.com, a platform dedicated to helping mommy bloggers make money and write great content. cost: \$450. timeline: launching June 26, 2018.

requirements

- 600 x 400 image for the newsletter
- 2 - 6 sentences for the newsletter text ad
- destination link
- 700 x 150 banner ad for the website

text for the ad

variant A

Hi moms!

Are you interested in earning ongoing revenue from your blog?

Consider applying to Fomo Publishers, a new display ad network that removes the “work” from brand partnerships.



Fomo has 100s of brand advertisers interested in mommy blog audiences, and all you have to do is embed a snippet of code. It's similar to AdSense, but pays 2-4x higher and you have full control over which brands appear on your site.

[Apply here.](#)

variant-B

Hi moms!

Today we're excited to share a new advertising network with you, **Fomo Publishers**.

Fomo Publishers is a display ad network that shows **highly curated ads** on your website, relevant to your audience. Unlike AdSense, Fomo gives you full control over the brands on display, and the **RPM (revenue per impression) is 2-4x higher than AdSense**.

They're currently looking for mommy blogs of all size, with no minimum traffic requirements. To apply for an account, [go here](#). (There is no cost to Fomo Publishers, and they pay out 1x per month via PayPal or direct deposit.)

destination link

probably the Typeform, and the survey "welcome mat" page can have a screenshot / logo / description of Publishers.

700x150 banner ad for website

example, currently live on website:



pros: includes graphic of child (good for moms), multiple brand logos, and a full length CTA statement.

text overlay copy ideas:

- Generate passive income on your blog, no minimum traffic required.
- Show off up and coming brands to your audience, get paid 2-4x higher than AdSense.
- "A new kind of ad for mommy bloggers. 2-4x revenue over AdSense, ads that make sense for your audience."
- "Join the Fomo Publishers ad network. Generate new revenue, built for your readers."
 - Hate AdSense? Try Fomo Publishers, a new ad network that gives you full control and 2-4x pay.
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image ideas:

- Ad notification with a sample (fake) brand, ie baby clothes or arts/crafts product
- possibly, STATS DASHBOARD from publishers interface, showing "how much you're owed" (+ an ad if we have room?)

resources

previous newsletter campaign for ASD reading:

Influencers Needed for Reading Program



Seeking Reviewers & Influencers for online reading programs

- Reading Kingdom is an online program that teaches kids to read and write with comprehension at a 3rd grade level.
- ASD Reading is our reading program for students with autism.

Reading Kingdom

ASDReading

Reading Kingdom is an online program that teaches kids to read and writ. with comprehension at a 3rd-grade level. ASD Reading is their reading program for students with autism. **Sign up to review Reading Kingdom on their website.**

Visit Mom Bloggers Club at: http://www.mombloggersclub.com/?xg_source=msg_mes_network