



Looking to reach parents, young moms, or students? We've got your solution.

What is NannyPro.com?

Nannypro.com is the premier online matchmaker for families seeking nannies and babysitters with the primary goal of creating a safe platform for families to connect with caregivers in the US and Canada, and obtain valuable advice and information all around the topic of childcare, parenting, and more.

Registration for nannies and sitters is free, and parents choose from various membership levels, which give them the unlimited ability to post jobs, and search, contact and hire nannies and babysitters in their areas.

Our Audience

Parents

- *98% female, 80% HHI \$70K+*
- *97% presence of children in HH*
- *Age: 40% 25 – 34, 55% 35 - 50*

Caregivers

- *99% female*
- *Age: 50% 18 - 24, 40% 25- 34*

Advertising Solutions

*Prices are for national distribution. Geographically-targeted emails are also available and priced per project. Please email us for more info.

The NannyPro Parent Newsletter & The NannyPro Caregiver Newsletter

Blasted twice a month, the NannyPro newsletters are very popular among our users. Newsletters include updates that pertain to NannyPro members, special offers, and feature articles all round childcare and parenting.

A. Newsletter Business Feature

Each newsletter we send out includes one business feature. NannyPro.com handpicks the businesses we feel our members would enjoy most. The feature includes a 100 word business description and a special offer including link to the featured businesses' website.

RATES FOR EMAIL TO PARENTS

- One time: \$300
- 2 pack: \$480

RATES FOR EMAIL TO CAREGIVERS

- One time: \$250
- 2 pack: \$400

B. Newsletter 125 x 125 Banner Ad

RATES FOR EMAIL TO PARENTS

- One time: \$80
- 2 pack: \$120

RATES FOR EMAIL TO CAREGIVERS

- One time: \$50
- 2 pack: \$80

Dedicated Emails

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

RATES FOR EMAIL TO PARENTS

- Please inquire about current pricing

RATES FOR EMAIL TO CAREGIVERS

- Please inquire about current pricing

User Communication Email Footers

Every month, NannyPro sends thousands of communications between its members. Since these emails are the primary way members connect on NannyPro, partner footers allow companies to engage with the NannyPro audience unlike any other. Email footers include a 50-word description and link to the partner's website.

RATES

- One week: \$650
- One month: \$2080

NannyPro Member Account Dashboard Banner Ads 125 x 125

The member account dashboard is the launch pad for the NannyPro member. It includes our members' inbox, their tools, account settings, and more. Members login to their account dashboard to manage their accounts daily. Up to 3 banner ads are featured on the account dashboard at a time. This is a premier place to advertise with the largest amount of traffic available on the entire site.

RATES

- One week: \$45
- One month: \$150

For more information on advertising with NannyPro.com please contact us:

info@nannypro.com | (716) 646 - 1392