



SchoolRock, Inc.
4225 Solano Avenue ~ Suite 581
Napa, California 94558
Tel: 888.797.9991 ~ Fax: 707.224.5467

2008 MEDIA KIT

PreschoolRock.com, owned by SchoolRock, Inc., is the first and largest preschool parenting network on the Internet with over thirty websites providing parenting information, craft and project ideas, fun and educational activities, games, toys, books, songs, party ideas, science and nature activities, nutrition and fitness information, preschool education and homeschooling information, and everything else related to parenting children between the ages of three and five.

About PreschoolRock.com

SchoolRock, Inc. was founded in 2006 by Stacey Lloyd, a professional, wife and mother of two children. The corporation was started shortly after PreschoolRock.com



SchoolRock, Inc.

HELPING PARENTS TURN DULL MOMENTS INTO QUALITY TIME

expanded to become what is now the first and largest parenting network on the Internet dedicated to parents and teachers of preschoolers. Since its creation, PreschoolRock.com has grown to over thirty websites, including a dozen local websites across the United States.



In June, 2007, Lloyd founded the Preschool Rock Moms Internet radio show to "put a voice to the wonderful content on PreschoolRock.com". The radio show is produced and hosted by Stacey Lloyd and co-hosted by PreschoolRock.com Writer & Editor, Joanna Young.

Our Philosophy

The editorial team at PreschoolRock.com believes preschoolers must be kept active and engaged in activities with few restrictions so they can exercise their minds and learn about the world around them. Through the content on our network, parents and teachers of preschoolers can prepare their children for the next educational step – kindergarten – whether it be at a public or private school, or homeschool.

We recognize that children need to be free to explore their world in order to grow mentally, emotionally and physically, and therefore we feel that they should not be restricted to only "clean" or "quiet" activities and crafts. By promoting unrestrictive play, preschoolers have room to grow and develop to their fullest potential.

Our Goal

We see the parents' and grandparents' roles as one of guidance, where parents and grandparents facilitate exploration and encourage imaginative play. On PreschoolRock.com, parents and grandparents are supported in their educational decisions and provided information about their educational options for their preschooler.

Although there are many great products available to parents of preschoolers, there are many resources and products that are not heavily promoted via the media. Therefore, our goal is to bring to the forefront, *non-mainstream* books, DVDs, CDs, and unique products parents, grandparents and preschool teachers can use to educate and entertain their preschooler.

Our Mission

In short, our mission is to provide parents and preschool teachers with endless ideas and activities, and ways to turn mundane moments or otherwise wasted time into educational and memorable quality moments. PreschoolRock.com strives to encourage quality time – both one-on-one quality time and family quality time.

Our Demographics

The following demographics have been accumulated based on survey and statistical data we collect from our network. As of February 24, 2008, the data are as follows:

Page views (approx.): 270,000 per month Visitors (approx.): 150,000 per month Newsletter subscribers: 10,800+	
Readership 75% Mothers 2% Fathers 16% Grandparents 23% Teachers 12% Other	Number of children OR grandchildren 11% 0 17% 1 38% 2 14% 3 8% 4 13% 5
Age 29% 18 - 29 years old 36% 30 - 39 years old 23% 40 - 49 years old 11% 50 - 59 years old 1% 60+ years old	Referred by 24% Search Engine 1% Press Release 34% Another Website 20% Word-of-Mouth 21% Other

Websites in Our Network

The PreschoolRock.com network is comprised of over thirty websites, including a dozen local websites across the United States. Each website is managed by one of the writers in our editorial team, and each website can be accessed from the main site's home page. Our topic websites give parents ideas for turning mundane moments into quality time, and give teachers ideas for making educational time fun and engaging. Our local websites provide city- or town-specific information for parents about great destinations and resources in their city or town.

PreschoolRock.com Topic Websites

Preschool Activities
Preschool Adventures
Preschool Crafts
Preschool Books
Preschool Education
Preschool Entertainment
Preschool Fitness
Preschool Games
Preschool Holiday Crafts
Preschool Nutrition
Preschool Parenting
Preschool Parties
Preschool Projects
Preschool Safety
Preschool Science and Nature
Preschool Songs and Poems
Preschool Toys
Decorating Ideas
Grandparenting Preschoolers
Homeschooling Preschoolers
Kindergarten Prep
Potty Training

PreschoolRock.com LOCAL Websites

Chicago
Los Angeles
Portland
Sacramento
San Antonio
San Francisco
Santa Rosa
Salt Lake City
Seattle
St. Louis
Oklahoma City
Washington, DC

Our Editorial Team

Management

Stacey Lloyd

Executive Editor

Founder & CEO of SchoolRock, Inc.

Shannon McMath

Public Relations Representative

Writers

We have several writers who focus on one particular topic within our network; however, most of our writers contribute to more than one website.

Our Partners

PreschoolRock.com has established partnerships with dozens of companies around the world. The following is a list of some of our most recent partners.

Hooked on Phonics
Rhyme University
Barefoot Books
Parents Anonymous®
Alliance for Children & Families
Parent Leadership Network
NicoandZoe.com
Wikki Stix Company
AnytimeCostumes.com
Today's Mama
Progressive Kids
Gryphon House
DK Publishing
Everyday Fruit
FairsandFestivals.net
Project KidSmart
Gaga's (Children's Formal Wear)
Tot-a-Doodle-Do
Story Time Felts
Princess Katie & Racer Steve
Baze and His Silly Friends
Uncle Moondog
PortaSmart.com
Henry the Hand Foundation
Zobmondo!!
Safecutters

Advertising on PreschoolRock.com

PreschoolRock.com offers a variety of low-cost advertising options for your business, including participation in the giveaway sponsorship, newsletter sponsorship and display ad placements.

“I wanted to let you know that we were all really pleased with the job you did for us with the promotion and the product review...it was all really very well done...and we will definitely keep you in mind for future promotions and advertising.”

~ Daniel Tucker, Gaga's

Advertising Options

PreschoolRock.com understands the budget constraints of small businesses; therefore we offer many low-cost advertising options that can fit any budget.

“I got your newsletter today, and as always, it looked great! We loved doing the cross-promotion with you, and think everything worked out so well. We would love to continue the partnership with you.”

~ Emily Wignall, Today's Mama

NEWSLETTER SPONSORSHIP

Our newsletter sponsorships are very popular because they get your products and services directly in front of the eyes of our large subscriber base. Many of our partners contact us again and again to sponsor our newsletter because of the great sales response they get from it.

“We're getting lots of click-thrus to our site from yours...EXCITING.”

~ Patti Loudre, Camp Getaway

Weekly Newsletters

PreschoolRock.com distributes a free weekly online newsletter to its double-opt-in subscribers. Businesses may display a 468x60 pixel ad banner or logo, which will be displayed at the top of the newsletter in the "Sponsored by" section for four newsletters per sponsorship. The newsletter sponsorship fee is \$100 for four weekly newsletters. Please contact us if you'd like to sponsor our newsletter.

Special Edition Newsletters

Special edition issues, which focus on a particular topic, event or holiday, are distributed *in addition to* our standard weekly newsletter. Businesses may display a 468x60 pixel ad banner or logo, which will be displayed at the top of the special edition newsletter in the "Sponsored by" section. The advertising fee for a special edition issue is \$100.

“WOW! That is amazing! I can't believe how organized and creative you are! Unbelievable. Just amazing. Fantastic job, amazing writing and just such fantastic ideas. It's truly wonderful. Great work ...it means a TON.”

~ Princess Katie and Racer Steve

Dedicated Newsletters

Dedicated newsletters are similar to full-page advertisements in that the entire contents of the newsletter features the business' logo, links to its website, as well as products and/or services of the sponsoring business. This allows businesses to get their products and/or services directly in front of our subscribers (parents and teachers of preschoolers). If PreschoolRock.com has related content that complements the business' products or services, the business may request the content be integrated with their dedicated newsletter to enhance the usefulness of their products (at no additional cost). Dedicated newsletters may be distributed at any time of the year, on any day of the week, to best suit the business' needs. The advertising fee for a dedicated newsletter is \$200.

“We haven't gotten numbers together for a full scope of the response that we received from the newsletter yet but I'm sure it will be good because we have almost sold out of the [product].”

~ Jodi Gilbert, Rhyme University

DISPLAY ADVERTISING

Advertising rates for PreschoolRock.com are based on one ad per page. Rates are calculated based on a commitment of three months. All rates are based on advance payment via PayPal. Volume discounts are provided for ads placed on multiple pages and/or for lengthier advertising commitments. Please contact us if you would like to discuss additional discounts based on increased ad placement volume and/or lengthier advertising terms.

Advertisement Sizes

Ad Size	Home Page (Main Site)	Home Page (Sub Site)	Other Pages
Small (up to 160x60 pixels)	40.00/mo. 3 mo. minimum	25.00/mo. 3 mo. minimum	15.00/mo. 3 mo. minimum
Large (up to 160x160 pixels)	50.00/mo. 3 mo. minimum	35.00/mo. 3 mo. minimum	25.00/mo. 3 mo. minimum
Tower (up to 160x600 pixels)	70.00/mo. 3 mo. minimum	55.00/mo. 3 mo. minimum	45.00/mo. 3 mo. minimum

“ You guys did a really fantastic job with our promotion. You were extremely responsive and worked with us to come up with something that really suited our business. Plus we were thrilled with the product review that you gave us. We look forward to working with you again! ”

~ Daniel Tucker, Gaga's

AFFILIATE ADVERTISING

If you offer an affiliate program that would be appropriate for PreschoolRock.com, please contact us for partnership consideration.

“I love it! I think it's wonderful that you were able to incorporate suggestions to personalize our products! Thanks so much and I am sure that we will do this again! ”

~ Jodi Gilbert, Rhyme University

Contact Us

We are always seeking businesses to partner with us. If you're interested in partnering with us, please contact Executive Editor, Stacey Lloyd, at Editor@PreschoolRock.com.