

Advertise with coffeegroup.org

Circulation

coffeegroup.org is a free to use web site and is intended to provide support to New Zealand families - available 24 hours a day, seven days a week. In addition to providing a virtual support network, it also contains valuable information about pregnancy, childbirth and parenting written by New Zealand experts. As such, our membership base and visitors are predominantly New Zealanders at various stages on their journey through parenthood.

We are currently averaging 65,000 page impressions from over 12,000 visitors per month.

Our members and visitors are able to subscribe to real-time RSS news feeds for specific sections of interest from virtually any page of the coffeegroup.org web site.

In addition, we have set up a coffeegroup.org fan page on facebook and are now utilizing the facebook interface to increase our communication with our members / advertisers / supporters and their friends. The facebook platform also allows us to further promote our advertisers and their fantastic products and services.

Guidelines / Objectives

We value the privacy of our members and as such we will not in any way supply their contact details for the purposes of direct marketing. We do, however welcome banner ads to appear on all the pages within coffeegroup.org which fit within the following guide lines and objectives:

- Promotes, encourages, and supports the role of parents
 - Enhances the learning and development of babies and children
 - Acknowledges the right of children to be nurtured, respected and valued
 - Promotes childbirth as a normal physiological process
 - Conforms to the World Health Organisation's International Code of Marketing of Breastmilk Substitutes
- Promotes safety e.g. safe practices in and around the home, toys and equipment that conform to appropriate safety standards
 - Encourages responsible, informed decision-making
 - Promotes respect for diversity, including cultural diversity

We reserve the right to refuse any and all advertising which we feel in any way impedes our objectives and philosophies.

Advertising Options

- **Web Site** - your banner advertisement linking directly to your web site displaying throughout the entire site 24 hours a day, seven days a week, promoting your products and services to New Zealand families.
- **Facebook Fan Page** - your Facebook fan page added to coffeegroup.org's favourites, notifications of your promotions posted for our fans, direct links to your own web site and/or fan page.
- **Reviews** - an official review of your book/product/service is published and promoted both on the web site and within the corresponding newsletter along with your banner and link to your web site.
- **Giveaways and Competitions** - your book/product/service is promoted through a giveaway or competition which is marketed both on the web site and the coffeegroup.org Facebook fan page along with your banner and link to your web site.

Banner Sizes

Currently we accept banner advertisements in the following sizes:

- **Header Banner** - 728 pixels wide x 90 pixels tall - for placement across the top of pages (1 banner this size displays per page)
- **Double Banner** - 180 pixels wide x 300 pixels tall - for placement down the right hand side of pages (1 banner this size displays per page)
- **Standard Banner** - 180 pixels wide x 150 pixels tall - for placement down the right hand side of pages (3 banners this size display per page)

If you don't currently have a banner or logo that fits within these dimensions, we can create a banner advertisement for you at competitive prices.

Advertising Rates

We offer competitive rates and will consider forming strategic, mutually-beneficial partnerships with organisations that share our objectives. Please [contact us](#) for our current advertising rates.