



Advertising Opportunities Media Kit

<https://lecp.memberclicks.net/sponsorsignup>

AdSales@LECPTA.org

Overview

- Lakewood Early Childhood PTA (LECPTA) is a group of approximately 400 households with children who live in the Lakewood area. Our organization supports children, family, education, and community activities. Our mission is to enrich the lives of neighborhood children, both by supporting/fundraising for local schools and by developing relationships among local families. We achieve this mission through events (such as the annual Lakewood Home Festival) as well as by holding social events throughout the year for members and their families.
- The following are ways to reach the very engaged LECPTA community and advertise your product, service, or event:
 - Website (www.lecpta.org) banner ads
 - e-Newsletter banner ads or promoted/integrated content blocks
 - Social media (LECPTA Facebook and Instagram) promoted posts

LECPTA Audience

LECPTA members are a highly sought-after target market of high-income local influencers:

- All are parents; the vast majority is female and between the ages of 25-44
- 77% have a household income of over \$200,000
- 98% are homeowners
- Average number of preschool/elementary aged children in HH: 2-3

LECPTA members are big supporters of our advertisers and sponsors:

- 99% think more favorably of businesses that support local schools
- 94% of members stated it is important to support local retailers
- 91% would "go out of the way" to patronize businesses that support our local schools
- 72% of members are influencers and often sought out for advice before making a purchase

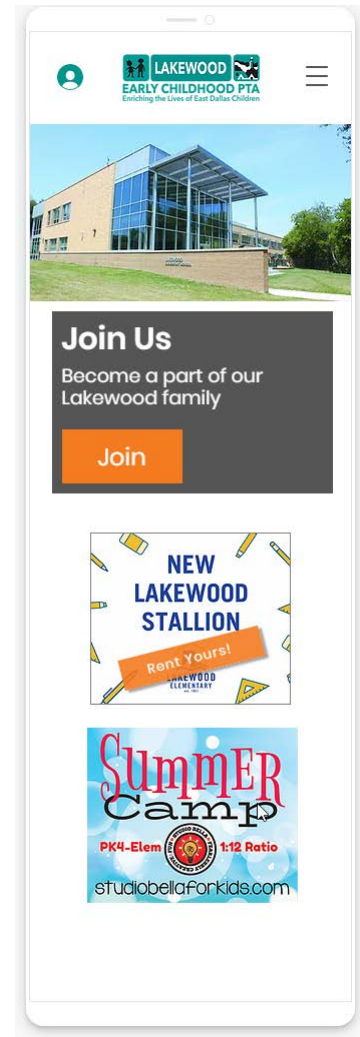
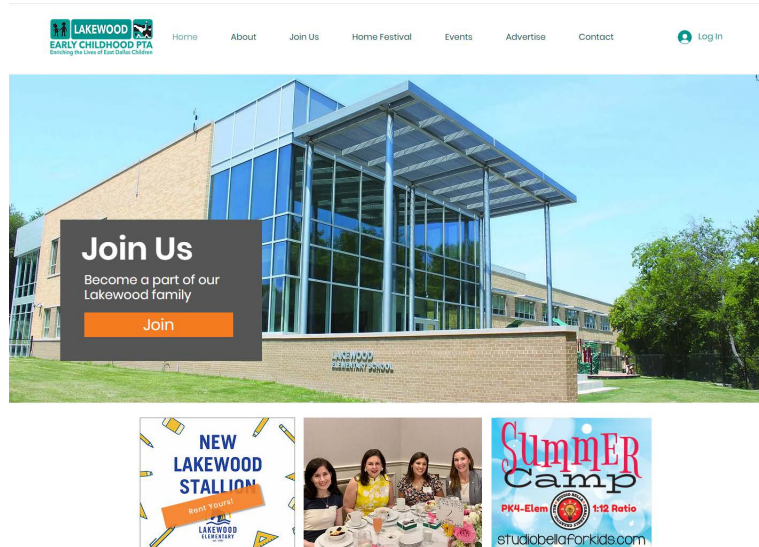
Website

Reach engaged visitors on www.lecpta.org

Home page ad:

\$1,000/year or \$300/quarter

- Static graphic, 300x250
- Displays on top of the site on desktop and mobile




E-Newsletter

Sent to ~400 members at least once a month


- Banner ad: \$600/year or \$180/quarter
 - 564x150
- Email body ad: \$320/year or \$95/quarter
 - 564x150 or 225x225
- Integrated content block (verbiage only): \$150 each
 - Max of 2 per newsletter and must be relevant to and appropriate for the LECPTA audience as determined by the LECPTA Board

[View this email in your browser](#)



LAKEWOOD
EARLY CHILDHOOD PTA
Enriching the Lives of East Dallas Children

LECPTA Newsletter: April 2021



**FARRIS
MCMAHON
GROUP**
East Dallas Real Estate Experts
and Proud Lakewood Parents
Lauren Valek Farris and Kelley Theriot McMahon

**MARGS.
QUESO.
BINGO.
REPEAT.**


Bingo Night is Back!
With prizes sometimes as big as \$250, you will want to come try your luck at the LECPTA Bingo night!

Please RSVP below so we can reserve your spot and send you more information closer to the event.

1. Attend in person at a sponsored home
Sign up to play at a sponsored home hosted by an LECPTA member (in-person outdoor setting, 10 people max). This is a GREAT way to meet other parents with kids in the same incoming kinder year as yours! Sponsored Homes to have margs, wine, water, queso, and apps provided.

2. Attend virtually
Participate individually or with your own chosen group of friends or neighbors. Programs will provide porch pick-up details for bingo cards/dotters before Thursday's event.

CLICK HERE TO RSVP



SUMMER CAMP
studiobellaforkids.com
PreK 4 - Elem • 1:12 Ratio • 3 Week session & 4 week session

Social Media

- Reach the engaged LECPTA audience directly on the LECPTA Facebook Page (1,600 likes) and Instagram feed (700 followers) with your message
- Max of 2 sponsored posts allowed per week (across all advertisers)
- Must be deemed relevant to and appropriate for the LECPTA audience as determined by the LECPTA Board
- Cost: \$150 per post



Advertising Packages (Discounted Rates)

Quarterly Bundled Package: \$550 (~\$650 value)

- Homepage ad on LECPTA.org
- Banner ad in E-Newsletters
- 2 social media posts on LECPTA Facebook/Instagram
- 1 integrated content block/ad in e-newsletter

Annual Bundled Package: \$1,600 (~\$1,900 value)

- Homepage ad on LECPTA.org
- Banner ad in E-Newsletters
- 6 social media posts on LECPTA Facebook/Instagram
- 3 integrated content block/ads in e-newsletter

Individual Rate Sheet List

Summary & Specs

Website (JPEG or PNG file type)

- Home page ad: \$1000/year or \$300/quarter; Static graphic, 300x250

E-Newsletter (JPEG file type)

- Banner ad: \$600/year or \$180/quarter; size: 564x150
- Email body ad: \$320/year or \$95/quarter; size: 564x150 or 225x225
- Integrated content block (verbiage only): \$150 each; max of 2 per newsletter and must be deemed relevant to and appropriate for the LECPTA audience as determined by the LECPTA Board

Social Media (JPEG file type)

- Facebook/Instagram post: \$150/each. max of 2 per week and must be deemed relevant to and appropriate for the LECPTA audience as determined by the LECPTA Board



Thank you!

Contact: AdSales@LECPTA.org