



PREEMIEWORLD

2019 MEDIA KIT

newsletter ads | social media | guest blogs | book sponsorship | dvd sponsorship

www.preemieworld.com

703.721.5838

PREEMIEWORLD:

a mission of education and support

My name is Deb Discenza, founder of the successful outreach organization PreemieWorld LLC. As a mother of my own preemie, I understand the singular and often difficult position parents of premature children find themselves in after experiencing early birth. Preemie parents are thrust into a high-stress, high-stakes situation where they are expected to make decisions for their child based on medical information they have no prior exposure to.

My mission is to relay the medical information they will receive in layman's terms, and build a bridge between the parenting and professional worlds that surround premature infants. Through relateable writing and group support, I help create a "new normal" for preemie families in the midst of the NICU chaos.



The PreemieWorld forum, newsletters, and social media outlets seek to address the medical community as well as the general public, and educate both parties on how best to offer support to preemie parents. My most important goal is to help guide families through the terrifying rollercoaster of their NICU journey, and beyond into recovery. I firmly believe that each and every preemie family can grow to meet these challenges with the love and encouragement of other preemie parents and neonatal professionals.

During my career, I have been blessed with many opportunities to extend my mission of knowledge and support. In 2006, I received an award from the National Perinatal Association for my work. I am currently a founder and steering committee member of the National Premature Infant Health Coalition as well as an acting founder of the Preemie Parent Alliance. It is my earnest hope that the newsletters and other content I provide allow preemie families and their NICU teams to work more closely together.

OUR PUBLICATIONS:

a variety of materials for parents and professionals

The PreemieWorld newsletters have been in circulation for more than five years in the United State's top Level III NICUs as well as in NICUs around the globe.

Our award-winning documentary *little man* was first released in 2005 to thunderous approval.

Our flagship book, *The Preemie Parent's Guide to Survival to the NICU* was written in 2009 and read the world over.

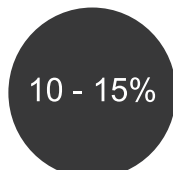
PUBLICATION MARKET SHARES:

15,000,000 +

premature births per year



a preemie is a baby born more than 3 weeks early from their due date



of babies born in the U.S. are admitted to the NICU each year



preemies often suffer from serious complications like heart problems

AUDIENCE:

preemie parents

Parents of premature infants are often caught unprepared by early birth, and have not yet made purchasing decisions. These families have niche needs that extend far beyond early baby-hood, long into their child's school years, because of the lasting complications typically experienced by preemies. No other publication offers this long-term support.

preemie professional

Neonatal professionals don't have enough time to surf the Internet or read through journals to get their information or be coached on how to relay sensitive subjects to parents. There are no other free publications that directly serve all professionals that work with premature infants. We reach NICU management in a way not many publications can.

SOCIAL REACH:

an overview of our vibrant community!

Deb Discenza is the Founder and Leader of the Preemie Inspire Community hosted on Inspire.com. To date, the group has almost 50,000 members around the world, the majority of which are parents of preemies either currently in the NICU/PICU or at home and working through the school years.



7,300



16,136



980



2,760

NEWSLETTER ADVERTISEMENT:

Hand your NICU contact more than just a pamphlet or a business card. Show them that you are a value-add company- provide top-of-the-line resources for their team and for their patient families. Sponsoring each newsletter offers consistent messaging in the form of support with content and resources.

FRONT PAGE SPONSORSHIP:

Sponsor's logo, tagline, and website will appear at the top of each newsletter. Packages available depending on number of NICUs sponsor wishes to target.

~ Request pricing ~

PAGE TWO SPONSORSHIP:

Sponsor may submit one full-color ad.
Dimensions at: 7" W x 3" H

Pricing at: \$1,599/month for 3 months
\$1,399/month for 6 months
\$999/month for 12 months

PAGE FOUR TOP SPOT:

Sponsor may submit one full-color ad
Dimensions at: 3 ¾" W x 1 ½" H

Pricing at: \$899/month for 3 months
\$799/month for 6 months
\$599/month for 12 months

PAGE FOUR MIDDLE SPOT:

Sponsor may submit one full-color ad.
Dimensions at: 3 ¾" W x 1 ½" H

Pricing at: \$699/month for 3 months
\$599/month for 6 months
\$299/month for 12 months

PAGE FOUR BOTTOM SPOT:

Sponsor may submit one full-color ad.
Dimensions at: 3 ¾" W x 1 ½" H

Pricing at: \$599/month for 3 months
\$499/month for 6 months
\$199/month for 12 months

AD DETAILS:

file types, deadlines, and artwork standards



FILES ACCEPTED:

JPEG, TIFF, PNG, or EPS*

*EPS files may be required for certain needs



ARTWORK DEADLINE:

10th day of prior month



AD RESOLUTION:

600 DPI minimum resolution



ARTWORK DELIVERY:

via Google drive

Please contact Deb Discenza at 703.721.5838 or connect@premieworld.com, if you have any additional questions regarding preparing artwork for submission.

MEDIA EXAMPLES:

http://premieworld.com Vol. V, Issue 11, November 2017



BOB SELBY
Executive Director, Holding Tiny Hands

IN THIS ISSUE: *Look for worldwide events*

PREMIE FREEBIE: WORLD PREMATURITY AWARENESS LISTING

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premie professional

Enjoy a monthly reach to NICU and Early Intervention professionals as well as other specialists in both print and digital form. Each edition includes:

- ☑ FEATURES on NICU professionals and their work as well as awareness days and issues of interest
- ☑ FREE DOWNLOADABLE CONTENT to help preemie families
- ☑ HIGHLIGHTS on parent support groups and charitable organizations
- ☑ REVIEWS of products targeted to preemie families
- ☑ QUICK TIPS for educating families on life after the NICU
- ☑ CONTESTS to help readers engage on social media

http://premieworld.com Vol. V, Issue 11, November 2017



Are We Really Aware?
Prematurity Awareness is More an Event

IN THIS ISSUE: *Look for worldwide events*

PREMIE FREEBIE: WORLD PREMATURITY AWARENESS LISTING

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premie family

Enjoy a monthly reach to preemie parents in both print and digital form. Each edition includes:

- ☑ FEATURES on a preemie child as they recover
- ☑ FREE DOWNLOADABLE CONTENT to help preemie families
- ☑ HIGHLIGHTS on parent support groups and charitable organizations, as well as clinical terms they will need to know
- ☑ REVIEWS of products targeted to preemie families
- ☑ QUICK TIPS for families adjusting to life after the NICU
- ☑ CONTESTS AND PREMIE SHOWER GIVEAWAYS to help readers engage on social media
- ☑ Q&A with NICU professionals

SPECIAL EDITION NEWSLETTER

For organizations that want more flexibility, our special editions are a smart investment. Work directly with the PremieWorld staff to develop a unique issue that pairs your organization's mission with industry-approved messaging for an effective marketing tool. Professional layout design is also included.

SPONSORSHIP DETAILS:

Sponsor's logo, tagline, and website will appear at the top of each newsletter. Sponsored content will appear throughout the issue as it relates to each section's typical theme.

~ Pricing begins at \$15,000 ~

PRINTED COPIES:

PremieWorld will use your content to create a newsletter for distribution to your hospital NICUs and other contacts. You'll receive a high-quality, print-ready (uneditable) PDF you can send to the print shop of your choice.

DIGITAL COPIES:

Your special edition will be hosted on the PremieWorld site archives after launch. Your organization will also receive a web-optimized (uneditable) PDF to post on your website and share with your own followers.

LANDING PAGE:

PremieWorld will create and host a landing page with a summary of the newsletter content. Sponsors may submit their logo, phone number, and website link to be included on this page, as well as a brief quote (2-4 sentences) from a member of their organization.

SOCIAL MEDIA SHARES:

Your newsletter will be shared on our social media platforms after launch, exposing your brand to our extensive user-base. Each sponsorship includes one post per platform (Facebook, LinkedIn, Instagram, and Twitter). Additional sponsored posts may be purchased separately.

AD DETAILS:

file types, deadlines, and artwork standards



FILES ACCEPTED:

JPEG, TIFF, PNG, or EPS*

*EPS files may be required for certain needs



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MEDIA EXAMPLES:

GET YOUR LOGO IN FRONT OF THE RIGHT AUDIENCE

http://premieworld.com SPECIAL EDITION



EXCLUSIVE HUMAN MILK AWARENESS

It's time to know your options

As the Mom of a preemie born at 30 weeks in 2003 I know all too well the importance of an exclusive human milk diet. I finally get it. Not only that, just every baby can get breastmilk from Mom or via the cow with supplementation because the milk is not sick. However, I was able to pump, and pump I did.

As soon as the NICU fortified my daughter's feeding to give her extra calories for growth. Unfortunately that was done with traditional bovine formula which lacked the benefit of my milk and was given to Becky without my knowledge or my permission.

Learn from me and ask your team about what is being fed to your baby and ask that you provide nutrition before cow-based formula is added to your baby's diet. An important in any medical procedure or intervention, you have the right to be informed about the nutrition of your baby. In preemies less than 1,250 grams (roughly 2.7 pounds) human milk is quite literally "medicine."

-Deb, Publisher & CEO, PremieWorld

IN THIS ISSUE:

See advice from the NCIH

Exclusive Human Milk Awareness

Know Your Premie's Nutritional Rights

Tools, Resources, and Valuable Links

PREEMIE GENIUS: A FREE COMPREHENSIVE NICU PARENT APP

Every parent in the NICU is searching for information as they navigate the NICU journey. Preemie ICU has brought it all together in one amazing free mobile APP. Parents can customize and track their preemie's individual growth and development.

Watch this short video on YouTube: <http://www.youtube.com/watch?v=P-Fw4u0Ue>

Download the APP at <https://play.google.com> or <https://itunes.apple.com>

Follow us on Facebook, Twitter, and LinkedIn!

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Make your mark on preemie parents and professionals by sponsoring a special edition of PremieWorld's newsletters. Reach our curated audience in both print and digital form:

- ✓ FEATURES your organization, product, or mission throughout the issue
- ✓ FREE DOWNLOADABLE CONTENT to help preemie families
- ✓ HIGHLIGHTS on parent support groups, charitable organizations, and clinical terms they will need to know
- ✓ REVIEWS of your products, targeted to preemie families
- ✓ CONTESTS and GIVEAWAYS to help readers engage on social media and drive traffic to your site

special edition

http://premieworld.com SPECIAL EDITION

INFOGRAPHIC



When does a 100% human milk diet start? It is in Mother's Milk, or pasteurized milk from a screened and quality tested donor plus supplemental human milk-based formula to provide added calories and nutrients required for adequate growth.

The National Guidelines for Infant Health (NICHIH) is a collaboration of professional, parent, clinical, community leaders and family support organizations focused on improving the lives of premature infants and their families.

As a key priority, the Guidelines address transition to human milk and human milk-based formulas for very low birth weight preemies.

"An exclusive human milk diet can help preemies from developing respiratory or NEC, potentially life-threatening medical conditions," says Dr. Mitchell Goldstein, Medical Director.

The most common and serious intestinal disease you will hear about as a parent of a preemie is necrotizing enterocolitis, he says.

Necrotizing enterocolitis happens when stress in the small or large intestine is beyond its capacity to deal. This ranges from cases, developing a hole (perforation) in the wall of these tubes require immediate surgical intervention and affect their survival.

Visit <https://books.lit4086-1w0> to download this infographic in English or Spanish

BE PROACTIVE, KNOW YOUR PREMIE'S RIGHTS

Express your desire for an exclusive human milk diet with your healthcare team:

- ✓ Request lactation support if you choose to breastfeed
- ✓ Ask if the hospital has or can provide your baby access to human donor milk and human milk-based formula. If not, ask how you and your healthcare team can work together to obtain it for your baby

Actionable steps you can take as a parent of a 1,250 gram (or less) preemie:

- ✓ Consider providing consent only for human donor milk and human milk-based formula (not formula or cow-based products of any kind)
- ✓ Download the letter of medical necessity in the tools section and have your provider send it to your insurance carrier
- ✓ Present the clinical evidence provided in the tool section to your healthcare team
- ✓ Contact your hospital administrator

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PREEMIE STORY: A MOM WHO GAVE BACK



About 18 weeks before my due date, I was diagnosed preterm pregnancy, so I had to go to the hospital. I was 34 weeks pregnant when I gave birth to my baby. My husband and I were just waiting in at least but we were very scared.

Mason was born 14 weeks premature on February (just under 1,000 grams). You always think that of him to the car with a million miles around him. We didn't hear him cry. I stood at the hospital.

Mason was not preemies to be isolated, so I started pumping, knowing how important nutrition. After the first two weeks, they began fortifying my milk with a human milk I had needed. Mason went back and forth between two hospitals. NICUs for several months. I had a lot of questions, and kept a notebook and a blog, which helped me deal with family and friends' opinions.

When we brought him home at four 14th, we were surprised and scared. I was not fully lactated on one time after weeks of trying. But the doctor encouraged us to do so because Mason was getting the right nutrition. We were having a rough time, but we had a lot of support.

The Human Early Nutrition Foundation (HENF) is a national public charity dedicated to increasing the number of preemies who receive exclusive human milk. It is a national public charity dedicated to increasing the number of preemies who receive exclusive human milk. It is a national public charity dedicated to increasing the number of preemies who receive exclusive human milk.

NUTRITION TOOLS AND RESOURCES

We have added the preemie nutrition and feeding it down into some very useful tools. Just get a bottle of water and hydrate, rest and check them out below:

- ✓ Clinical evidence behind the benefits of an exclusive human milk diet
- ✓ NICHIH Video & Infographic: <http://premieworld.com/nichi>
- ✓ Hand To Hold's PDF: <http://handtohold.org/pdfs/nec-and-ec>
- ✓ Preemie ICU APP: <http://www.preemieicu.com/app/>
- ✓ Sample Letter of Medical Necessity: <http://premieworld.com/ham>

Also make sure to check out PremieWorld's extensive formula section online!

PREEMIE FAMILY

Engage Preemie Community - Parents, Grandparents, Adults and High-Risk Pregnancies

Help your family connect with others who are parents of preemies. This can help them to understand by sharing their own experiences. The community members listed in the NICU, as well as the school years, adult preemies and various social support groups.

<http://premieworld.com>

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http://premieworld.com SPECIAL EDITION

IT'S ABOUT WHAT'S IMPORTANT: Human Milk is for Humans, Cow's Milk is for Cows

We talked to Stephanie Vaughan, Co-Founder and President of The Morgan Leahy Vaughan Fund, about why an exclusive human milk diet is so crucial for very low birth weight babies.

"As my opinion, breastfeeding can be a challenging time," she said. "My son was born at 28 weeks premature, after which I exclusively pumped for 4 1/2 months. I was fortunate to produce an ample supply of milk. However, my husband and I decided early on that feeding at the breast was not something that I wanted either baby to struggle. What preemie babies need to access to an exclusive human milk diet to reduce NEC and to avoid more. The nutritional benefits can be provided in many ways: feeding at the breast, expressed motherly milk, donor milk, the addition of human milk-based formula, or any combination thereof."

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NICU NURTURING + NUTRITION

Hand to Hold: Fragile Babies, Strong Support

Hand to Hold is a national organization with a support network that can help you through the NICU. We have a wonderful presence on Facebook, Twitter, and LinkedIn. We are currently looking for more people to join our team. If you are interested, please contact us at info@handtohold.org for more information and our contact details.

JOIN THE CONVERSATION ON NUTRITION

Always remember, you know what is best for your child!

-Deb DiStasio, PremieWorld

Facebook: [PremieWorld](https://www.facebook.com/PremieWorld)
 Twitter: [PremieWorld](https://twitter.com/PremieWorld)
 LinkedIn: [PremieWorld](https://www.linkedin.com/company/premieworld)
 Instagram: [PremieWorld](https://www.instagram.com/premieworld)

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BOOK COVER SPONSORSHIP:

“ This [book] should be handed to every parent upon admission to the NICU.

~ Alan R. Spitzer, M.D.
World Famous Neonatologist ”

“ Experienced as well as novice nurses are encouraged to read this book so that they will be aware of this resource.

~ Ruth Snyder,
MSN, APNC, NNP-
BC, Reviewer for the
Neonatal Network Journal ”

front cover sponsorship:

Enjoy brand recognition that sticks with sticker advertising on the front cover and sponsor information on the inside or back cover of our critically-acclaimed book, *The Premie Parent's Guide to Survival to the NICU*. With a full glossary of clinical terms explained in plain English for those without a medical background as well as personal parent narratives, our book is a widely-read resource for premie families. Our survival guide aims to explain the reality of the NICU to scared and overwhelmed families with honesty, sensitivity, and a bit of humor.

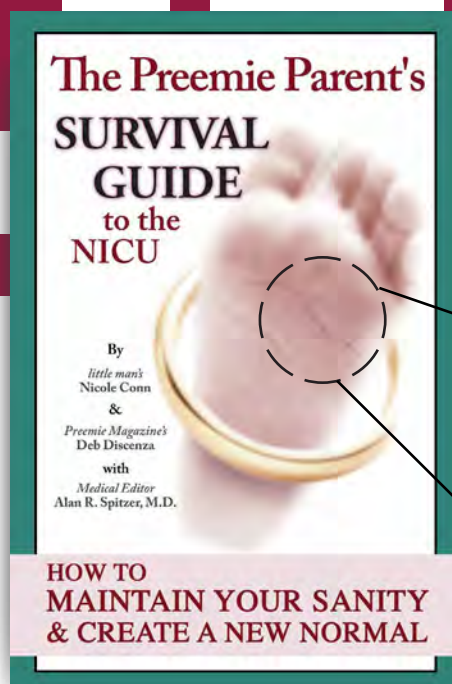
Sponsorship costs and benefits:

Sponsor may submit one full-color sticker with message or logo, as well as a paragraph about their organization for the inside or back cover.

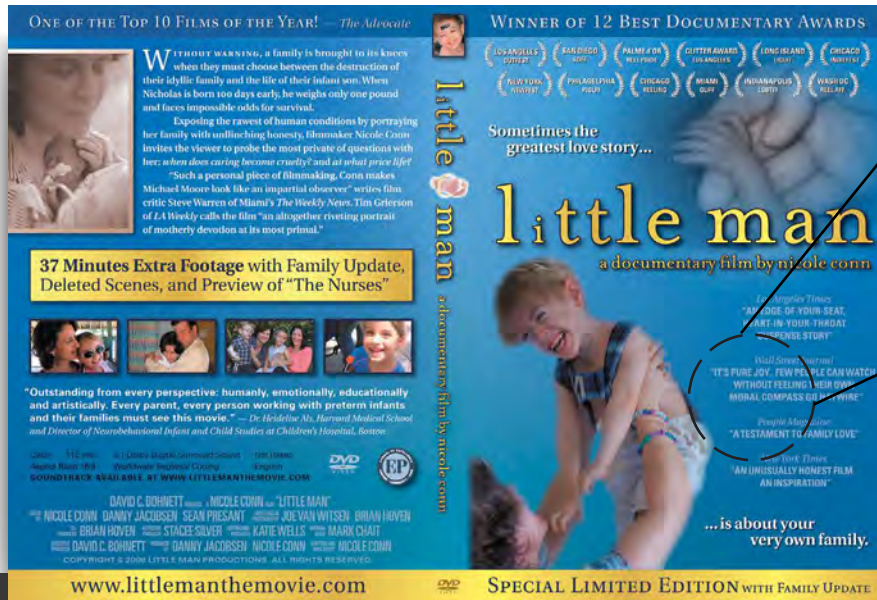
For base pricing, dimensions must not exceed 1 ½" W x 1 ½" H
Sponsor may request larger dimensions for an extra fee

Minimum order: 10,000 copies. Translations available on request.

- ✓ Full terms section with resources and more
- ✓ Brand recognition among premie parents
- ✓ Positive brand association for NICU staff



DVD COVER SPONSORSHIP:



GET
YOUR
LOGO
IN FRONT OF THE
RIGHT
AUDIENCE

“ Every parent, every person working with preterm infants and their families must see this movie.

~ Dr. Heidelise Als
Harvard Medical School ”

“ It brought tears to my eyes.

~ Ashley
Registered NICU Nurse ”

“ Thank you for portraying what the NICU can REALLY be like.

~ Courtney
Registered NICU Nurse ”

little man DVD sponsorship:

Invest in a sponsorship that sticks with sticker advertising on the front cover of our award winning documentary, *little man*. In this feature-length DVD narrated by Nicole Conn, you'll live the terrifying and touching story of Nicholas, a one-pound micro-preemie born 100 days early. As he struggles to survive through countless medical emergencies and close calls, his family must push on through the unimaginable stress of watching their son fight to live. This enduring film was so well-received that it was aired in its entirety on Showtime and Netflix and continues to receive praise from NICU families and professionals alike.

Sponsorship costs and benefits:

Sponsor may submit one full-color sticker with message or logo.

For base pricing, dimensions must not exceed 1 1/2" W x 1 1/2" H
Sponsor may request larger dimensions for an extra fee

\$2500 for full sponsorship rights + \$79.00 per DVD copy

- ✓ DVDs used as a training tool in many NICUs
- ✓ Institutional license with each copy
- ✓ High level of circulation among preemie families

SOCIAL MEDIA POSTS

In 2017, the average person spent two hours per day on social media. Advertising on Facebook, Instagram, LinkedIn, and Twitter is an effective way to reach a large user-base without a large upfront cost. Get your message in front of your customers by sponsoring a series of posts on our various social media platforms.

SPONSORED POSTS WITH GRAPHIC DESIGN/CONSULTING SERVICES:

PreemieWorld will provide professional design services and industry insight to craft your post. Send us your logo artwork, post information, and a link to your website or event page, and our creative experts will take care of the rest. Your ad will be shared across our social media platforms via a scheduled campaign.

Pricing at: \$450 for 3 posts
\$650 for 6 posts
\$850 for 9 posts
\$1,000 for 12 posts

Standard Release Schedule: Posts will be scheduled to deploy once per week until the campaign has ended. If you have a special event and need your posts to deploy on a specific schedule, a different campaign schedule may be requested.

SPONSORED POSTS WITHOUT GRAPHIC DESIGN/CONSULTING SERVICES:

Already have a designer on staff? Send us your completed artwork, post information, and a link to your website or event page. Our staff will review your post to ensure it meets our ad guidelines and notify you of any necessary changes. Once approved, your ad will be shared across our social media platforms via a scheduled campaign.

Pricing at: \$300 for 3 posts
\$500 for 6 posts
\$700 for 9 posts
\$900 for 12 posts

Standard Release Schedule: Posts will be scheduled to deploy once per week until the campaign has ended. If you have a special event and need your posts to deploy on a specific schedule, a different campaign schedule may be requested.

SOCIAL MEDIA IMAGE SIZES:

Each social network supports a specific image size that will display best for the majority of its users. Please consult these sizes when submitting your design. Accepted post dimensions may change as each platform updates their standards.

Facebook:

1200 x 630 pixels

LinkedIn:

1200 x 630 pixels

Instagram:

1080 x 1080 pixels

Twitter:

506 x 253 pixels

MEDIA EXAMPLES:



AD DETAILS:

file types, deadlines, and artwork standards



FILES ACCEPTED:

PNG or EPS*

*EPS files may be required for certain needs



ARTWORK DEADLINE:

2 weeks prior to post launch



AD RESOLUTION:

600 DPI minimum resolution



ARTWORK DELIVERY:

via Google drive

Please contact Deb Discenza at 703.721.5838 or connect@preemieworld.com, if you have any additional questions regarding preparing artwork for submission.

SPONSORED BLOG POSTS

How do your customers find you on the web? For most consumers, Google is their starting point. Your rank in the search will determine whether you earn that sale or get stuck on page 2, never to be seen. Building your links with a trusted industry source is an excellent way to legitimately improve your SEO score and reach the right audience.

SPONSORED POSTS WITH CONTENT DEVELOPMENT SERVICES

Too busy to author your post? PremierWorld has the writing and industry expertise to create authentic content that will resonate with our audience. Simply answer our interview questions and we'll write the blog piece ourselves. We'll also include your logo, product image, and a link to your website.

Pricing at: \$500 for 1 post
\$800 for 2 posts
\$1,050 for 3 posts
\$1,250 for 4 posts

Standard Release Schedule: Post(s) will be published once per week until all posts have been deployed. If you have a special event and need your posts published at specific times, a different campaign schedule may be requested. Posts are also shared to our social media on this schedule.

SPONSORED POSTS WITHOUT CONTENT DEVELOPMENT SERVICES:

Are you an avid blogger? Send us your completed post, logo artwork, product images, and a link to your website. Our staff will review your entry to ensure it meets our post guidelines and notify you of any necessary changes. Once approved, your content will be published on our blog via a scheduled campaign.

Pricing at: \$375 for 1 post
\$550 for 2 posts
\$725 for 3 posts
\$900 for 4 posts

Standard Release Schedule: Post(s) will be published once per week until all posts have been deployed. If you have a special event and need your posts published at specific times, a different campaign schedule may be requested. Posts are also shared to our social media on this schedule.

GENERAL POST INFORMATION:

Please consult these general guidelines when creating your sponsored post. PremierWorld will only publish and share blogs that meet our stated criteria. Guidelines may be changed to comply with updated search engine standards.

Post Length:

Links:

Subject Theme:

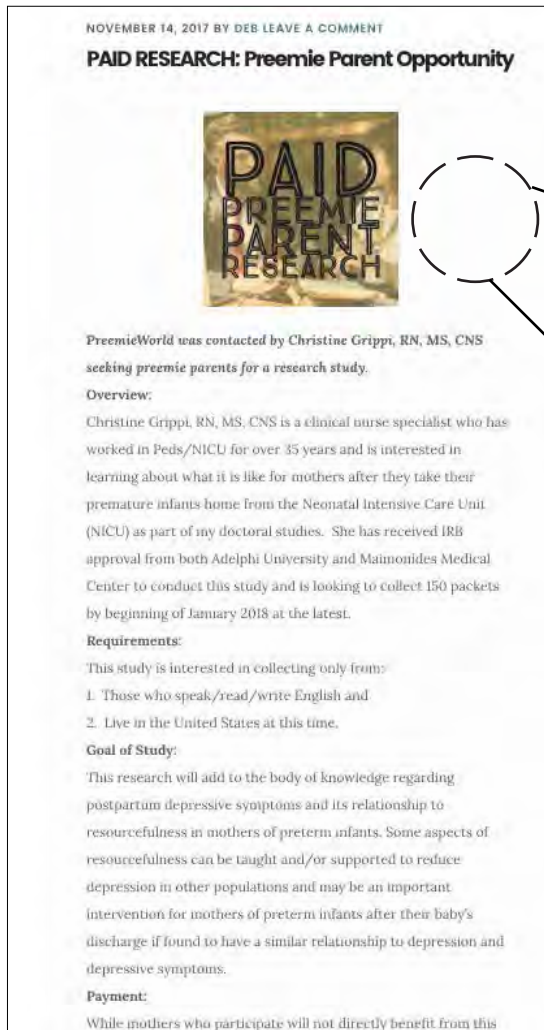
300 - 600 words

Max 3 no-follow links

Must fit with PremierWorld's subject matter

Exceptions considered on case-by-case basis

MEDIA EXAMPLES:



GET
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IN FRONT OF THE
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AUDIENCE

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file types, deadlines, and artwork standards



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READY TO GET STARTED?

kick off your sponsorship by heading to <https://premieworld.com/media-kit>!



www.premieworld.com

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