



# PREEMIEWORLD

## 2018 MEDIA KIT

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

*[www.preemieworld.com](http://www.preemieworld.com)*  
*703.721.5838*

# PREEMIEWORLD:

*a mission of education and support*

My name is Deb Disenza, 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:

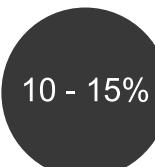
## 15,000,000 +

*premature births per year*



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

10 - 15%



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@preemieworld.com, if you have any additional questions regarding preparing artwork for submission.*

# MEDIA EXAMPLES:

http://preemicworld.com

**preemiepro**  
support. educate. advocate.

**BOB SELBY**  
Executive Director, Holding Tiny Hands  
Org: Holding Tiny Hands  
Website: [www.HoldingTinyHands.com](http://www.HoldingTinyHands.com)  
Years Helping Preemies: 11 years  
  
Focus:  
Work in preemie NICU Day with 25-28 week old preemies. He and his wife, Scotti founded Holding Tiny Hands to support NICU families in love.  
  
Professional Tip:  
Listen, listen, listen. NICU parents need to tell their story and know they're heard.  
  
**IN THIS ISSUE:** Look for worldwide events <http://preemicworld.com/events>

**Interview with Bob Selby**  
As the Executive Director of Holding Tiny Hands, he is working a hard day to make sure one family at a time with support, meals and much, stick around.

**Premie Genius Lifeness Mattress**  
We highlight the latest Premie Genius product that is making a difference with preemies everywhere.

**Premie Organization: Aly & Izzy Foundation**  
This non-profit takes the guesswork out of trying to find a place to stay when your baby is in the NICU (fit or not).

**PREEMIE FREEBIE: WORLD PREMATURITY AWARENESS LISTING**  
PremieWorld provides a number of free handouts to be used in the NICU and beyond on the "Freebie For You" page of our website. This month's freebie is a listing of World Prematurity Day Awareness Activities worldwide.

Each year, renew your pledge to do more to advocate for preemie families working through their journey. The more we do, the more we dramatically change numerous lives and affect taxpayer costs.

Deb Dinscera, PremieWorld

**Follow us on Facebook, Twitter, and LinkedIn!**

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## *preemie 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://preemicworld.com

**preemiefamily**  
support. educate. advocate.

**Are We Really Aware?**  
Prematurity Awareness is More an Event  
The reality is premature babies are not a day or a year old. It happens every minute, every hour and every day of the year. Babies are born worldwide and the death and disabilities rates are still shockingly high considering the incredible efforts by worldwide health agencies for various types of prematurity, diseases and more. To be clear, there are real health threats here as a premature baby can have more health problems than a full-term baby as well as other health issues. So we raise awareness and to help them "begin early with their life". Let's also make a pledge to do more to advocate for these babies already born earlier than their due date.

Make 2018 your year to make a difference by getting involved with one or more of these organizations: the National Foundation for Infant Health (<http://nfi.org/referablk.asp>), the Premie Parent Alliance ([www.PremieParentAlliance.org](http://www.PremieParentAlliance.org)) and the European Foundation for the Care of Newborn Infants ([www.efcni.org](http://www.efcni.org)). - Deb Dinscera, CEO & Publisher, PremieWorld

**IN THIS ISSUE:** Look for worldwide events <http://preemicworld.com/events>

**Premie Shower**  
You won't want to miss this shower - it's one of our favorites. Make time to sign up to attend.

**Premie Genius Lifeness Mattress**  
We highlight the latest Premie Genius product that is making a difference with preemies everywhere.

**Premie Organization: The TEACUP Premie Program**  
This organization is helping to support parents in a truly unique manner.

**PREEMIE FREEBIE: WORLD PREMATURITY AWARENESS LISTING**  
PremieWorld provides a number of free handouts to be used in the NICU and beyond on the "Freebie For You" page of our website. This month's freebie is a listing of World Prematurity Day Awareness Activities worldwide.

Each year, renew your pledge to do more to advocate for preemie families working through their journey. The more we do, the more we dramatically change numerous lives and affect taxpayer costs.

- Deb Dinscera, PremieWorld

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## *preemie 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 PREEMIE 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 PreemieWorld 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:

PreemieWorld 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 PreemieWorld 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:

PreemieWorld 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:

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600 DPI minimum resolution

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via Google drive

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# MEDIA EXAMPLES:

GET  
YOUR  
LOGO  
IN FRONT OF THE  
RIGHT AUDIENCE

<https://preemieworld.com>

**preemiefamily**  
support. educate. advocate.

**EXCLUSIVE HUMAN MILK AWARENESS**

*It's time to know your options*

At this time of a preemie born at 30 weeks in 2013 I knew all too well the importance of an exclusive human milk diet. I really get it. Our reality check is every baby can get breastmilk from mom. However, my daughter was born with her mother because she had a week early. However, I was able to pump and provide 1 day.

At one point the NICU fertility and nutrition team findings up or extra calories for growth. I didn't know that was done with standard breastmilk added to your baby's diet. As important as 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 27 pounds), human milk is quite literally "medicine".

Letting the medical team know you want to breastfeed and that your preemie born preterm baby needs human milk is added to your baby's diet. As important as 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 27 pounds), human milk is quite literally "medicine".

– Devi, Publisher & CEO, PreemieWorld

**IN THIS ISSUE:** See advice from the NICUH: <https://preemieworld.com/NICU/>

**Exclusive Human Milk Awareness**

This special edition is full of tips, facts and ideas on what an exclusive human milk diet means for your preemie or term baby.

**Know Your Preemie's Nutritional Rights**

Ask questions, be informed. Be proactive and vocal about what your baby should and should not be fed in the NICU.

**Tools, Resources, and Valuable Links**

We're here to help you make informed decisions.

**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 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: <https://www.youtube.com/watch?v=vnP-NFadu0k>

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

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**SPECIAL EDITION**

**TO DO LIST:**

- ✓ Underweight the most, our babies born under 1,250 grams and why they should receive only human milk until their GI System is ready for foreign substances.
- ✓ Talk to your team about how baby's nutritional needs and hospital policy on formula for VT-BW babies.
- ✓ Review that whether one breastfed or one breastfed plus, a formula will need to be added to support adequate growth.
- ✓ Know there are two types of formulas available: one made from cow's milk, called "human-milk-equivalent" and one made from cow's milk, this can be very confusing. All you need to do is clearly and make sure you request the fertility study from human milk.

**CONNECT WITH US:**

How can we connect with you? Visit our website: [www.preemiefamily.com](http://www.preemiefamily.com) or drop us a line at [info@preemiefamily.com](mailto:info@preemiefamily.com)

**f** [www.facebook.com/PreemieWorld](http://www.facebook.com/PreemieWorld)  
**t** [@PreemieWorld](http://www.twitter.com/PreemieWorld)  
**in** [@PreemieWorld  
\*\*ig\*\* \[@preemiefamily\]\(http://www.instagram.com/preemiefamily\)](http://www.linkedin.com/company/preemie-world)

## special edition

Make your mark on preemie parents and professionals by sponsoring a special edition of PreemieWorld'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

<https://preemieworld.com>

**INFOGRAPHIC** [NCIHD National Conference for Infants Health](https://preemieworld.com/infographic-human-milk-diet)

What does a 100% human milk diet consist of? Is Mother's Milk or pasteurized milk from a screened and qualified donor plus supplemented with human milk-based formula required for very low birth weight preemies?

The National Council for Infant Health (NCIHD) is a collaborative of preterm, private, clinical, community hospitals and family support organizations focused on improving the lives of premature infants and their families.

As key partners, the Council influences local access to breast milk and human milk-based formulas for very low birth weight preemies.

"We exclude human milk from the field, preemies from receiving breast milk, on NEC, a potentially life-threatening intestinal condition," says Dr. Michael Goldstein, Director of Nutrition at Morgan Stanley Children's Hospital.

There is a clear distinction between cow vs. "breast" formulas and exclusive human milk formulas and we urge parents to be informed and work with their healthcare team on this vital issue.

**The American Academy of Pediatrics recommends the use of breast milk for all preterm infants for the first six months of life, whether Mother's own milk or pasteurized donor human milk when Mom's own is unavailable.**

– Section on Breastfeeding  
Pediatrics Vol. 129 No. 3 March 2012

**BE PROACTIVE, KNOW YOUR PREEMIE'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 (no formulas 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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**SPECIAL EDITION**

**PREEMIE STORY: A MOM WHO GAVE BACK**

<https://preemieworld.com>

Mason was born 14 weeks premature on February 1 (under 1,000 grams). You always think that when you are in the station with a infant miles around him. We didn't hear him cry. I minded what they said. "He's okay."

Mason was no premature to breastfeed, so I started pumping knowing how important nutrition. After the first two weeks, they began fortifying my milk with a human milk-based formula. We went back and forth between two hospitals' NICUs for several months. I used a lot of operations, and kept a notebook and a blog, which helped me deal with family and friends up-to-date.

When we brought him home on June 1st, we were apprehensive and scared. I was still at the NICU, but finally latched on one time, and asked the doctor encouraged us to continue to breastfeed. Mason was a bit fussy, but he latched on and we were able to get him to drink a lot of excess milk. So I became a donor. I think it's great that donor milk helps other mothers return to excess.

When we brought him home on June 1st, we were apprehensive and scared. I was still at the NICU, but finally latched on one time, and asked the doctor encouraged us to continue to breastfeed. Mason was a bit fussy, but he latched on and we were able to get him to drink a lot of excess milk. So I became a donor. I think it's great that donor milk helps other mothers return to excess.

**NUTRITION TOOLS AND R**

We have often the premature nutrition and feeding it down to many necessary useful tools just a bottle of water and hydration, and check them out below:

- ✓ Clinical evidence behind the benefits of an exclusive human milk diet
- ✓ NCIHD Video & Infographic: <https://preemieworld.com/infographic-human-milk-diet>
- ✓ Hand to Hold's PDF: <http://handtohold.sargeant-medical.edu.au-and-nutrition-shorts-service-for-web-site-f1.pdf>
- ✓ Preemie ICU APP: <https://preemieworld.com/bn>
- ✓ Sample Letter of Medical Necessity: <https://preemieworld.com/bn>

Also make sure to check out PreemieWorld's extensive freebies section online!

**PREEMIE FAMILY**

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

Helping you find the right support for your preemie. This closed-loop forum is moderated by our own Dr. Devi. Devi is the community manager (moderator) in the NICU, so if you have any questions, she is the person to ask. She can also provide you with the latest news and updates on the preemie world.

<http://preemiefamily.com>

**PREEMIE FAMILIES**

Dear Preemie Family,

Congratulations on your babies! As a mother of preemie infants, I am older to the idea of having a preemie born at the same time. Feeling good for myself as we watch our children journey through the NICU seems like a dream come true. However, this experience can be overwhelming, especially when you are alone and don't have anyone to talk to.

We are here to help you find such as the "family" of others for the newborns, and it is vitally important, as a resource used for NICU parents. That's why we created the PPA Bill of Rights, so everyone can feel safe and secure in the care of their families we serve.

I founded the Preemie Parent Alliance ([www.PreemieParentAlliance.org](http://preemieparentalliance.org)) as a way of uniting the many parent-led organizations that support parents like you around the United States. Our members provide a variety of resources, educational materials and services, any of which may be helpful to you. You can join our group on Facebook, or visit our website or find one of these incredible organizations near you. And while you are at it, also check out the Preemie Parent Bill of Rights, as it belongs to all who walk this journey.

Working to create a smooth ride through the NICU, discharge and come home.

Kate Sorensen, Founder & President  
Preemie Parent Alliance  
[www.PreemieParentAlliance.org](http://www.PreemieParentAlliance.org)

**JOIN THE CONVERSATION ON NUTRITION**

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

– Deb Disease, PreemieWorld

**f** [@PreemieWorld](https://www.facebook.com/PreemieWorld)  
**t** [@PreemieWorld](https://www.twitter.com/PreemieWorld)  
**in** [@PreemieWorld](https://www.linkedin.com/company/preemie-world)  
**ic** [@preemiefamily](https://www.instagram.com/preemieworld)

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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 Preemie 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 preemie 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.

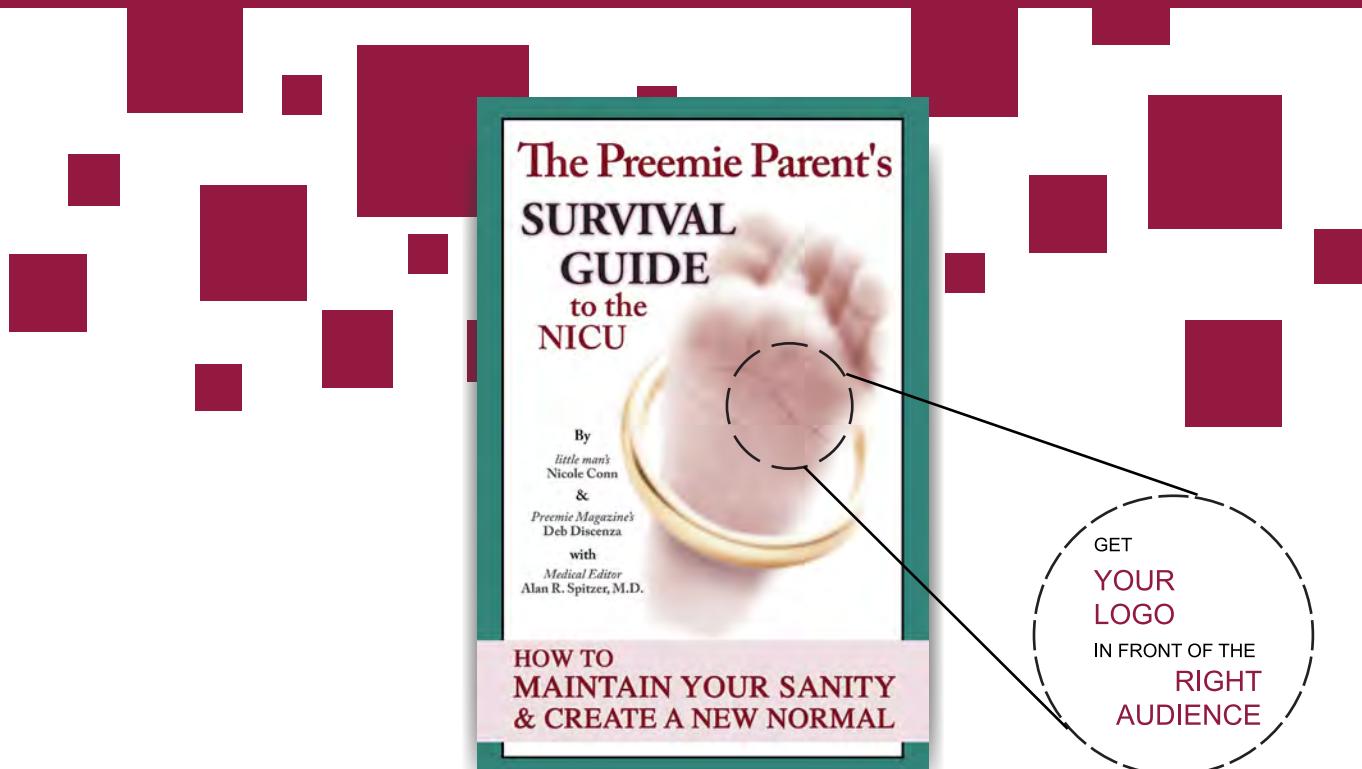
## *Sponsorship costs and benefits:*

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.

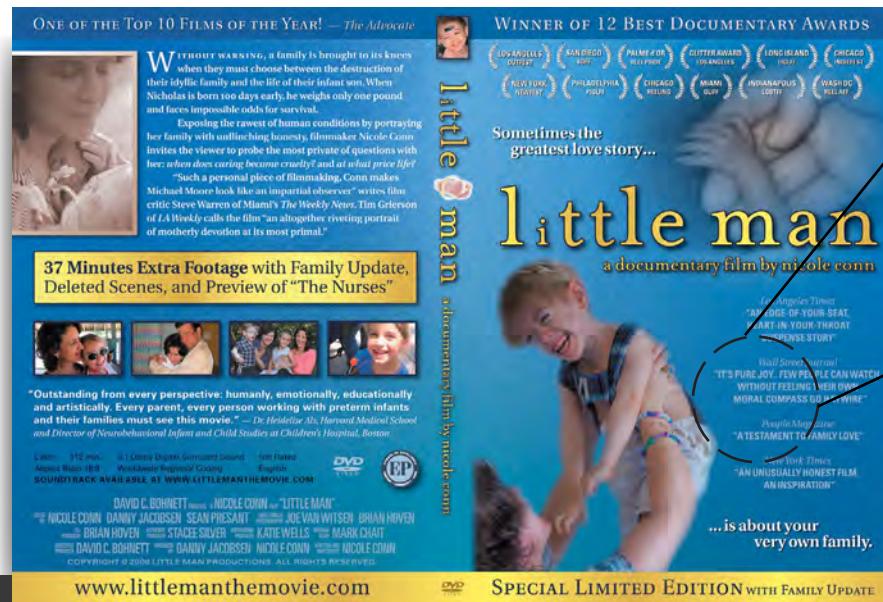
For base pricing, dimensions must not exceed 1 ½" W x 1 ½" H  
Sponsor may request larger dimensions for an extra fee

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

- Full terms section with resources and more
- Brand recognition among preemie 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:



Their footprint is tiny.  
Ours is a bit bigger.

Discover why top preemie-focused brands work with premieworld  
<https://premieworld.com/media-kit>

## AD DETAILS:

*file types, deadlines, and artwork standards*



### FILES ACCEPTED:

PNG or EPS\*

### ARTWORK DEADLINE:

2 weeks prior to post launch

### AD RESOLUTION:

600 DPI minimum resolution

### ARTWORK DELIVERY:

via Google drive

\*EPS files may be required for certain needs

*Please contact Deb Discenza at 703.721.5838 or connect@premieworld.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? PreemieWorld 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. PreemieWorld 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**

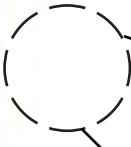
**Max 3 no-follow links**

**Must fit with PreemieWorld's subject matter**

# MEDIA EXAMPLES:

NOVEMBER 14, 2017 BY DEB LEAVE A COMMENT

## PAID RESEARCH: Preemie Parent Opportunity



**PAID PREEMIE PARENT RESEARCH**

*PreemieWorld was contacted by Christine Grippi, RN, MS, CNS seeking preemie parents for a research study.*

**Overview:**  
Christine Grippi, RN, MS, CNS is a clinical nurse specialist who has worked in Peds/NICU for over 35 years and is interested in learning about what it is like for mothers after they take their premature infants home from the Neonatal Intensive Care Unit (NICU) as part of my doctoral studies. She has received IRB approval from both Adelphi University and Matmonides Medical Center to conduct this study and is looking to collect 150 packets by beginning of January 2018 at the latest.

**Requirements:**  
This study is interested in collecting only from:  
1. Those who speak/read/write English and  
2. Live in the United States at this time.

**Goal of Study:**  
This research will add to the body of knowledge regarding postpartum depressive symptoms and its relationship to resourcefulness in mothers of preterm infants. Some aspects of resourcefulness can be taught and/or supported to reduce depression in other populations and may be an important intervention for mothers of preterm infants after their baby's discharge if found to have a similar relationship to depression and depressive symptoms.

**Payment:**  
While mothers who participate will not directly benefit from this

## AD DETAILS:

*file types, deadlines, and artwork standards*



### FILES ACCEPTED:

DOC, PNG, or EPS\*

### ARTWORK DEADLINE:

2 weeks prior to post launch

### AD RESOLUTION:

600 DPI minimum resolution

### ARTWORK DELIVERY:

via Google drive

\*EPS files may be required for certain needs

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

# READY TO GET STARTED?

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



*[www.preemieworld.com](http://www.preemieworld.com)*

*703.721.5838*