



Heart of EVM

We want to give our readers an opportunity to learn more about the things that matter most in our community. There are many incredible non-profit organizations impacting our local community and we want to give a fair opportunity to highlight them in a meaningful way to our audience.

East Valley Moms' *Heart of EVM* is our way of providing in-kind advertising and editorial coverage to a selected non-profit partner each quarter.

As the *Heart of EVM* partner, the non-profit will receive a featured blog post highlighting the organization (written by a EVM contributor) and three months of image advertisement (a 300X250 image that will be showcased in the Heart of EMB place on our sidebar) for free – which is valued at more than \$2000 in advertising value. In addition, we'll share more about the non-profit, its mission and impact, via social media coverage as well, adding an extra \$1000 value to the partnership.

This opportunity is open quarterly and is evaluated by the EVM contributor team to ensure the non-profit applicant's mission fits within the East Valley Moms mission: supporting local East Valley families and kids in some capacity. Non-profits can be selected and featured every 18-24 months.

In exchange for being our *Heart of EVM* partner, we kindly ask that you share our coverage across your marketing channels (e-blasts, social media, etc.) and engage with all of our content to help create a meaningful online community between each other's brands.

To nominate a non-profit, simply email info@eastvalleymom.com with the following information:

- Non-profit name, mission, website and social links
- Media pitch for blog post coverage (upcoming event, profile story, etc.)

East Valley Moms writes two-months ahead; please plan accordingly in the pitches you send. (For example, if you're pitching in February, please send stories that will be relevant in Q2).