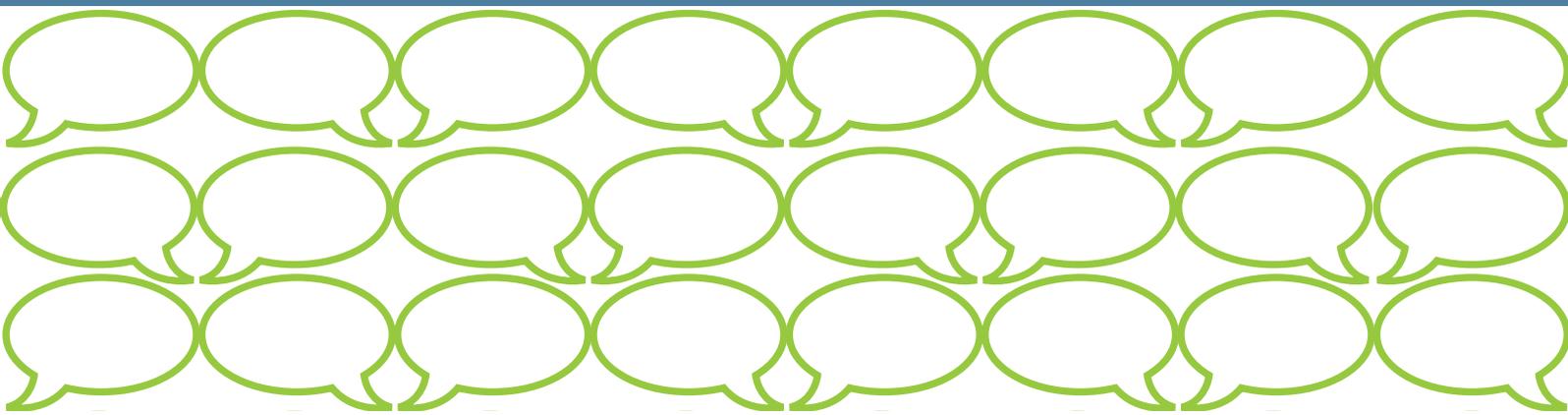


Advertisers Pack

MyChild
CONTACT.COM



The unique website that puts
distanced parents, relatives and children back in touch



Marital breakdown, family separation, child contact difficulties or simply losing touch are problems that happen more and more in today's society. Only one website effectively enables separated children and their parents to communicate and, if desired, find professional help.

www.mychildcontact.com

At last a single point of communication has been created for all those parents and children who are having difficulties, separations and family problems that are influencing their lifestyles.

Today, there are more than a million family members in the UK currently caught up in family separations. In particular, children's vulnerable minds can be soured by the adult conflicts around them.

Mychildcontact.com is a one-stop website offering help, support and information to anyone experiencing difficulties or who has a professional interest in child contact issues. More important, it includes a confidential peer-to-peer way for relatives (such as a parent and their child) to contact each other, providing an essential emotional lifeline.

There are many reasons for families and professionals to visit www.mychildcontact.com. The site delivers information and interaction for parents, relatives and children alike, in a way that's natural, instant and free from red tape. Many professionals will be working through mychildcontact.com to offer advice, management, consultancy and just plain simple help.

What this adds up to is a massive and highly motivated audience of people, and sustained repeat visits - offering the opportunity of a high profile and high recall for your message.



Indirect contact

Contact in a virtual world is sometimes the best chance a distressed parent or child can have - literally the next best thing to a real life embrace. It's unlikely that this kind of longed - for communication will be a once-only occurrence - there will be many repeat visits.

Likewise, many adults lament the risk of their descendants never knowing about their lives. Now, mychildcontact's 'lifestyle legacy' service enables anyone to record a personal message, or their lifestory, into a 'virtual vault' which their children or other descendants can access at will, using a secure password which the originator will have given them. The 'virtual vault' is made totally secure by Iron Mountain™ technology.

Services directory

Like the whole of mychildcontact.com the services directory is there to communicate with the most appropriate individuals who provide the help people need. These include family law practitioners, Independent Social Workers, Psychologists, Psychiatrists, Family Therapists, Contact Centres and many more other specialised services.

Forums

Once registered, site visitors can take part in forums - such as our dedicated 'Contact Forum' - or just relax in the virtual 'Lounge', where (subject to sensitive moderation) any subject can be discussed. If principles are at stake and participants want to attempt to get things changed, they can make themselves heard in a dedicated 'petitioning for change' section - 'Your voice'.

News and Features

A regularly updated news section will have relevant and interesting stories relating to everyday events, from around the world, that are influential to children, adults, families and relatives. Within the features section there will be special stories, people's experiences, legal issues, money matters and much more in response to the changing face of child contact worldwide.

E-shop

Books, DVDs, downloads and general information will be available from the 'E-Shop'. A source of knowledge in written, visual and audio formats for those searching for apt or specialised knowledge.



Mychildcontact.com. A progressive solution

This website will evolve and grow over time. Guided by leading professionals including acknowledged expert Kenn Griffiths, it will become a focus of child contact activity allowing an unparalleled level of communication and reference. Truly global and multicultural, it can be accessed from anywhere in the world, making things seem 'closer to home' when things like that really matter.

The advertising advantage

Mychildcontact.com is a new initiative, and offers a unique opportunity for advertisers to make their mark from the start. Please review the advertising space selection presented below.

Advertisers will be accepted on a first come, first served basis. Where an advertiser withdraws their advertisement, the space will be passed on to the next advertiser.

The site will be managed in a sensitive and diplomatic way, and we reserve the right to refuse any advertisement which we deem to be inappropriate. Please contact our advertising team if you need guidance.

Kenneth J Griffiths, Child Contact Professional

- Qualified social worker
- Qualified Mediator / Negotiator
- Member of the Association of British Investigators
- Guardian-ad-Litem

Co-founder of mychildcontact.com, Kenn has 24 years' experience as a Children and Families Social Worker, experienced in child abduction cases, qualified in Dispute Resolution and working for the Children and Family Court Advisory and Support Service (CAFCASS).



Available online advertising space: BANNER RATE CARD 1

Home page specifications

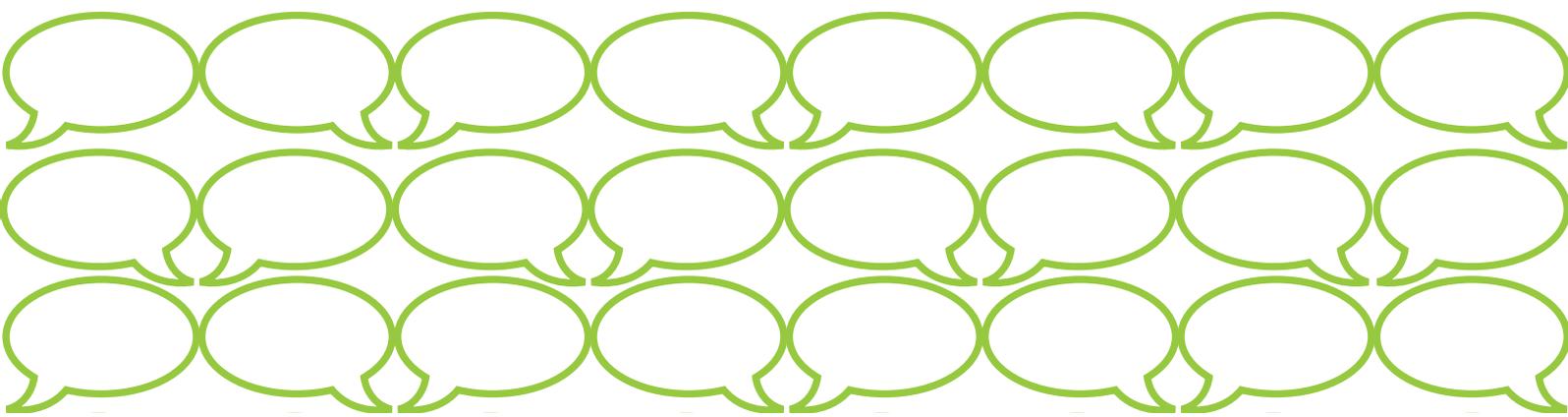


Home page pricing

Cost is per month. A minimum purchase of three months is required.

Leader board	= £400 per month
Skyscraper	= £400 per month
Vertical banner	= £200 per month

All prices shown are subject to VAT at the current rate.



Available online advertising space: BANNER RATE CARD 2

Run-of-website page specifications

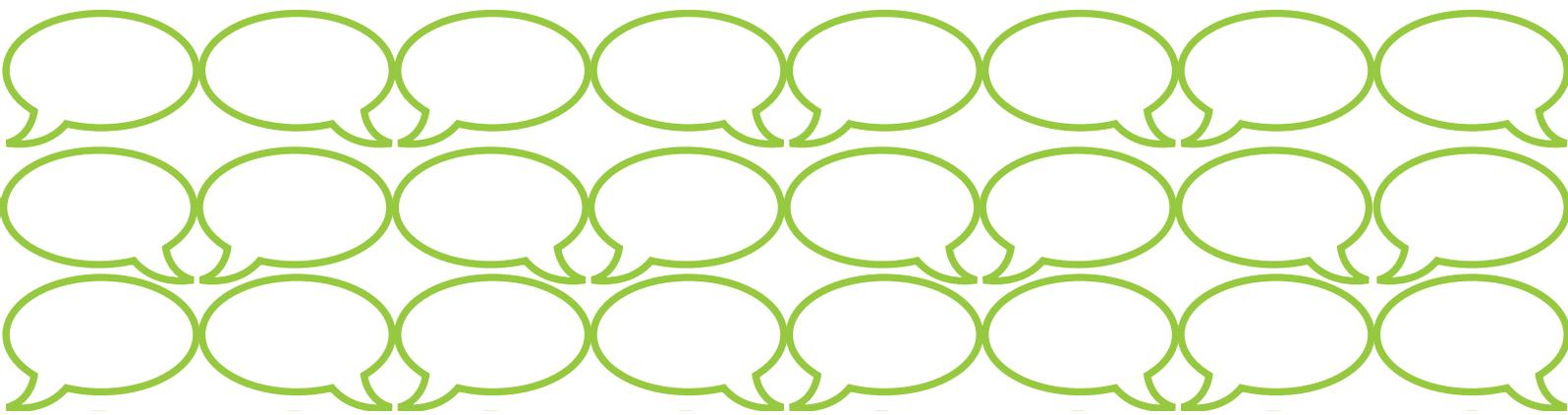


Run-of-website pages pricing

Cost is per month. A minimum purchase of three months is required.

Leader Board	= £250 per month
Skyscraper	= £250 per month
Vertical banner	= £150 per month
Button	= £80 per month

All prices shown are subject to VAT at the current rate.



Services directory

Within mychildcontact.com we have created a Service Directory for all those professional individuals and companies that can offer advice and help to those people looking for an appropriate communication point.

From simple worded listings free of charge to display and sponsored advertising are available within the directory. Either send us your free listing contents or talk to us about display advertising. See below for the list of entry types and costs that are available.

Simple FOC Listing

Company / individual name, telephone number and contact address.

Additional for the FOC Listing

A direct link to your website can be attached to the above.
£100 per 12 months.

NOTE

All display advertisements will appear alphabetically and priority to display ads in order of size, at the top of the relevant directory section.

All prices shown are subject to VAT at the current rate.

Small Display Advertisement

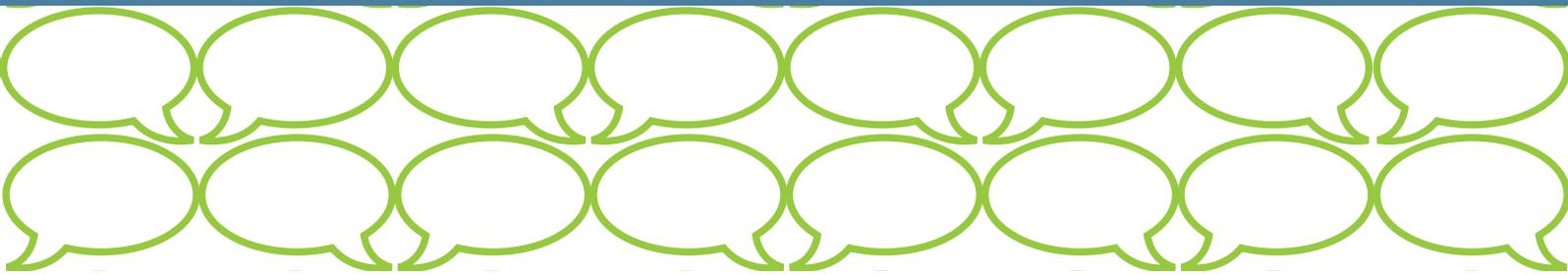
Same as above but contained within a border line and details in bold type and company logo, email and fax. Inclusive of click through to your website.
£250 per 12 months

Medium Display Advertisement

Double the size of the small display ad with bigger, bold text. Inclusive of click through to your website.
£500 per 12 months

Large Display Advertisement

Three times the size of the small display advertisement with 2/3rds of the space taken with bold text and the other third taken with a supplied image. Inclusive of click through to your website.
£750 per 12 months



Examples of services directory semi-display advertisement formats



FARRER&Co

Farrer&Co (website)
Unit 12 Business Quarter
North Farm Road
Stoke-on-Trent
Test
ST4 5AX

Phone: 01782 303650
Fax: 01782 303650
Mon-Fri: 9-5

Description:
Farrer & Co is a leading law firm with a distinguished reputation built up over many years, based on the goodwill of numerous close client relationships, outstanding expertise in specialist sectors and a careful attention to personal service and quality.

Large Display Advertisement - £750 per 12 months



FARRER&Co

Farrer&Co (website)
Unit 12 Business Quarter
North Farm Road
Stoke-on-Trent
Test
ST4 5AX

Phone: 01782 303650
Fax: 01782 303650
Mon-Fri: 9-5

Medium Display Advertisement - £500 per 12 months



Something Solicitors (website)
Unit 1 Business Quarter
South Sea Road
Stoke-on-Trent
Test
ST4 5AX

Phone: 01782 303650
Fax: 01782 303650
Mon-Fri: 9-5

Small Display Advertisement - £250 per 12 months



Something Solicitors (website)
Unit 1 Business Quarter
South Sea Road
Stoke-on-Trent
Test
ST4 5AX

Phone: 01782 303650
Fax: 01782 303650
Mon-Fri: 9-5

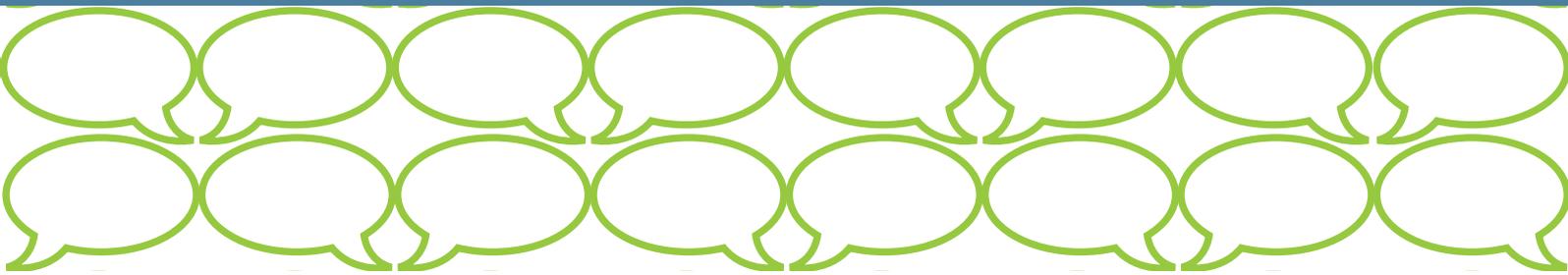
Additional for the FOC Listing - £100 per 12 months



Something Solicitors
Unit 1 Business Quarter
South Sea Road
Stoke-on-Trent
Test
ST4 5AX

Phone: 01782 303650

Simple Listing – Free of charge



Technical

All banner advertisements should be no bigger than 30kbs.

Banner advertisements to be supplied as any of the following file types -
.GIF, .JPEG, JAVA, HTML.

Mychildcontact.com can provide a banner design service at an additional charge.

Information required

Advertiser's URL for which your advertisement should be linked.

A contact name / number for technical queries.

Text alternative for where old browsers are being used or graphics have been inhibited. Advertisements can be accepted via email as an attachment

Copy dates

Copy instructions and advertisement artwork are required 10 days before appearance of the advertisement. Special negotiation can shorten this period.

Agency commission

There is a 10% agency commission for recognised agencies.

Contact

Tel: 44 (0) 1782 303640

Fax: 44 (0) 56 020 49885

E-mail: advertising@mychildcontact.com

My Child Contact, PO Box 10, Werrington,
Stoke on Trent, ST9 0WZ, UK

www.mychildcontact.com

