

Introducing  
Spina Bifida  
Connection

2010

*SpinaBifidaConnection.com*



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# About Spina Bifida Connection

Started by the parents of a child with spina bifida in 2005, our site has developed into a worldwide community driven support forum for individuals and families affected by spina bifida.

Our close knit community is rapidly growing as word of mouth has spread and for the first time we are reaching out to companies to support the costs of the site.

Come support our highly engaged audience and discover the benefits of having your product or service featured on our site.

*[SpinaBifidaConnection.com](http://SpinaBifidaConnection.com)*



# Site Statistics

As reported by Google Analytics for June 2010

**3,831 people visited this site**



# Who Are Our Readers

Site Usage By Country/Territory same reporting period

	Detail Level: <b>Country/Territory</b> ▾	<b>Visits</b> ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	<a href="#">United States</a>	<b>5,278</b>	9.94	00:09:03	39.96%	36.15%
2.	<a href="#">Canada</a>	<b>1,163</b>	5.76	00:05:45	23.13%	35.77%
3.	<a href="#">United Kingdom</a>	<b>903</b>	6.17	00:05:54	44.52%	39.53%
4.	<a href="#">Australia</a>	<b>355</b>	10.32	00:07:43	50.42%	37.75%
5.	<a href="#">Ireland</a>	<b>198</b>	8.65	00:06:09	45.45%	41.92%
6.	<a href="#">South Africa</a>	<b>182</b>	11.15	00:17:23	15.38%	19.78%
7.	(not set)	<b>140</b>	12.27	00:16:54	8.57%	12.14%
8.	<a href="#">China</a>	<b>125</b>	28.30	00:38:41	7.20%	6.40%
9.	<a href="#">New Zealand</a>	<b>110</b>	5.07	00:03:56	25.45%	26.36%
10.	<a href="#">India</a>	<b>96</b>	3.73	00:03:04	78.12%	62.50%

# Site Reach

- o 62,092 Inbound Links
- o Most active, open community on web for spina bifida
- o 1 of only 3 external SB links on Wikipedia for 2 years
- o Registered Members 1,761
- o Google PageRank 3
- o Alexa Rank 346,324
- o 415 Facebook Friends
- o 1,365 opt-in email list

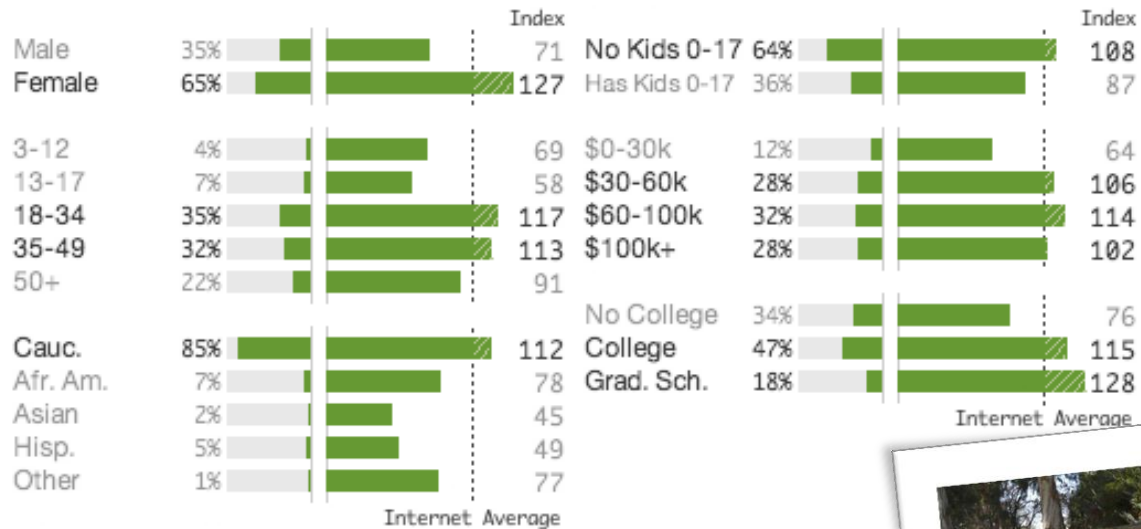


# Site Usage

## US Demographics Reported by Quantcast

### US Demographics ?

Updated Jul 5, 2010 • Next: Jul 14, 2010 by 9AM PDT



Income represents total household income.  
100 index is internet average.

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# Advertising Opportunities

## Site Ad Placements

The screenshot shows the Spina Bifida Connection website interface. At the top right, there is a yellow banner with the text "48750 Banner". Below the banner, there is a navigation bar with "Home", "Help", "New Parents", and "About". The main content area features a "Spina Bifida Connection Support Forum" section with a table of forum topics. The table has columns for "Forum", "Topics", "Posts", and "Last Post". The first row of the table is highlighted in yellow and contains the following data:

Forum	Topics	Posts	Last Post
New Member Help Center - Introduction: Yourself (1 viewing)	473	3,843	10/10/2014 10:23 AM
Spina Bifida Connection Support Forum	65	502	10/10/2014 02:01 PM
OFF Topic Chat (1 viewing)	247	3,390	10/10/2014 08:02 PM

Below the table, there is a "What's Going On?" section with a list of events and a "Text links" section at the bottom left. A yellow banner is also visible at the bottom right of the page.

→ \$75/month  
468\*60 Banner  
Rotation with up to 5 other ads. More than 1 spot may be purchased at discount.

→ \$60/month  
125\*125  
Exclusive spot. Above fold. Placed by dates secured.

→ \$75/month  
468\*60 Banner  
Exclusive Spot

→ Text link in "Site Sponsored by..."  
\$25/month

# Advertising Opportunities

## Sponsored Post

Sponsoring a post is a great way to actively engage with prospective customers. Let us know what you offer and gain valuable feedback and discussion. Give our readers the chance to ask questions and provide immediate answers. Sponsoring a post allows you to:

- o Register as a sponsor
- o Provide a detailed description of your product or service
- o Engage with your prospective audience within your thread

Rate: \$75 per post/thread

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# Advertising Opportunities

## Conference Sponsorship

The 2011 SBAA Conference is being held next June in Anaheim, CA. SpinaBifidaConnection.com would like to throw a sponsored private party. This would be an excellent way to gain valuable face time with our readers.

We have many members who would like to attend the conference who need financial assistance. If you would like to sponsor an individual or family for the conference or sponsor a party please contact Barb to discuss.

*SpinaBifidaConnection.com*



# Contact Us



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