

Mocha Moms, Inc.



ESTABLISHED 1997

*An online community of 10,000 mothers
and offline community of
nearly 2,000 members within 80 chapters
in 29 states.*

2014 Mocha Moms, Inc. Online Advertising Program



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About Mocha Moms, Inc.



Our History

Mocha Moms, Inc. began with the publishing of a newsletter called *Mocha Moms* in the hopes of connecting at-home mothers of color with each other. The newsletter was intended to encourage these mothers to feel good about their choice as well as to provide information to help them be the best and most important influence in their children's lives. It was distributed to over 100 moms across the country in the spring of 1997. During the summer of 1997, four mothers of color in Prince George's County, Maryland decided to form a support group called Mocha Moms, Inc. There are approximately nearly 100 chapters of Mocha Moms, Inc. throughout the United States and the organization is continually growing and evolving to meet the needs of our moms, their families, and our communities.

Mocha Moms, Inc. is a 501(c)(3) tax-exempt organization. Mocha Moms, Inc. does not discriminate on the basis of race, ethnicity, gender, socio-economic level, education, or religion. Anyone who supports the mission and purpose of Mocha Moms, Inc. is welcome to join.



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Our Mission and Purpose

Mocha Moms, Inc. is a support group for mothers of color who have chosen not to work full-time outside of the home in order to devote more time to their families and communities. While many of our members have eliminated employment altogether, others work part-time, flex-time, night shifts, have home-based businesses, consult or freelance from home, or have chosen alternative, less demanding career paths so that they are more available to their families. Our goal is to support the decisions made by our members. We will never pass judgment on mothers who choose to make or are forced to make different decisions for their families.

The organization is essential because historically, mothers of color, particularly African-American mothers, have not had the opportunity to devote the majority of their time to caring for their own families. Mocha Moms, Inc. serves as an advocate for those mothers and encourages the spirit of community activism within its membership.



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Our National Platform

- Non-exclusivity;
- Community activism and the spirit of volunteerism;
- Support for work-at-home mothers;
- Non-partisanship
- Strong commitment to strengthening marriages;
- Health and Wellness of ourselves, our families and communities;
- Education of our children and nation's children

Media

Mocha Moms, Inc. has been featured on **NBC Nightly News with Brian Williams, The Steve Harvey Show, National Public Radio, ABC's Nightline, Good Morning America and The Oprah Winfrey Show, Steve Harvey Show, NPR, as well as in The New York Times, Wall Street Journal, The Washington Post, The Los Angeles Times, Essence, Ebony, JET, Upscale Magazine and more!** On Friday, November 14, 2008 Mocha Moms, Inc. was featured on **NBC Nightly News** segment with Brian Williams on Boys Booked on Barbershop, a cutting edge literacy program to boost children's literacy skills, particularly among African American boys.



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Our Members

Our members are a diverse group of 2,000 women and an online community of 10,000 who share one common bond: a strong commitment to their families and children.

- Average Age Group: 25-45
- Marital Status: More than 92% are married.
- Education: More than 85% of our members have Bachelor 's degrees, Master 's degrees and/or PhD. 's/Doctorates.
- Employment: 71% of our members are at home mothers, while 15% are employed full-time and 14% are employed either part-time or utilize flex-time.
- Household Incomes: More than 82% of our members have household incomes of over \$60,000, 67% over \$80,000 and 35% over \$100,000



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The Make-Up of Our Advertisers

Mocha Moms, Inc. is interested in developing long-term, mutually beneficial relationships. Mocha Moms, Inc. wants National Corporate Sponsors and Partners who:

- Have a strong commitment to the American family.
- Understand the value of mothers and mothering and depict mothers both working and at home positively.
- Recognize that women of color value their children and their families and can be stay-at-home mothers by choice.
- Recognize the economic power of women of color and families of color.
- Recognize and depict the families of color and all families of color as part of the mainstream American landscape.
- Have a strong commitment to education.
- Have an interest in closing the education, financial and health gap between the African American community and other communities.



Online Advertising Opportunities and Rates

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Traffic	
Average Hits Per Month	373,764
Unique Visitors Per Month	6,263
Average Page Views Per Month	65,296
Average Time Spent on Site (mn)	3.85
Average Page Views:	10.43

Text Link, Mocha Monday, eBlast and Social Networking	
	Cost Per Placement/Mailing
Text link on resource page	\$500
Weekly Mocha Monday e-blast (Up to 400-600 words for included advertisement and/or article)	\$1,500
eBlast* (Includes advertisers text & image only)	\$3,000
Social Networking**	\$5,000

Circulation

*eBlast: 10,000

**Social Networking: Facebook Likes – 10,000

Twitter Followers- +5,000

Banners				
	Dimensions	Monthly	Quarterly	Yearly
Square Button	125 × 125	\$500	\$1,000	\$4,000
Leaderboard	728 × 90	\$2,000	\$4,000	\$18,000
Skyscraper	120 × 600	\$2,200	\$4,400	\$19,800
Medium Rectangle	300 × 250	\$2,300	\$4,600	\$20,700
Wide Skyscraper	160 × 600	\$3,000	\$6,000	\$27,000