

Started in April, 2010, The Leaky Boob (TLB) provides a framework where an ever-expanding network of people come together in support of breastfeeding families.

The Leaky Boob now comprises:

- a website with an active blog and resource pages: www.theleakyboob.com
- a very active Facebook page: www.facebook.com/TheLeakyB@@b

The website offers blog posts and resource pages that are informative, personal, and cover the breadth of breastfeeding and parenting related experiences. Authors include Jessica Martin–Weber, the woman behind TLB, as well as professionals and guest posts from real people with real stories.

The Facebook page, with a community growing at about 500 people per week, provides a safe and easy way to get immediate answers to the numerous questions that pop up for breastfeeding families. Based on values such as respect, gentleness and informed decision, TLB FB is a judgement-free environment where no question is too small, too obvious or too strange.

What people are saying about TLB:

- “... great work with moms and babes!”
~ Kathleen Huggins, IBCLC and author
- “The Leaky Boob helps me know I’m not alone!”
~ Amanda Carnes, mom
- “I never thought I could learn so much by browsing Facebook, without TLB I would have given up at the hospital. Nine months and going strong!”
~ Hilary Frost, mom
- “TLB has given me more confidence.”
~ Patricia White, mom
- “I recommend TLB to all my Leaky friends.”
~ Kelly Burns, mom
- “Zutano is pleased to be partnered with TLB and their savvy audience of Moms and Moms-to-be. Encouraging families and being inspired by babies is something we all have in common!”
~ Zutano, TLB sponsor

Coming soon to TLB:

- a newly designed Forum offering a slower-paced, members-only platform, countering the recent frustration over Facebook’s more controlling behavior, and allowing companies more sponsorship opportunities.

TLB recent stats:

- Website:**
Range of 75,000 – 100,000 monthly unique visits depending on posts and content.
- Twitter:**
Over 18,000 followers.
- Facebook:**
Over 180,000 fans/likes and growing
Weekly Total Reach (08/23/14–08/29/14): 402,000

Sponsorship Details

There are several sponsorship levels to choose from, each with a variety of features and included services. The following chart outlines the main differences between them, though Jessica retains the right to promote and reward her sponsors beyond what is outlined (such as sharing a sponsor’s information directly to a Leaky in need of their product):

	Premium	Level 1	Level 2	Level 3	Level 4	Entry Level	Market -Place
Large Banner Ad	√						
125X125 Ad (placement in right sidebar)		√ (top)	√ (upper mid)	√ (middle)	√ (lower mid)	√ (bottom)	
Market-Place listing	Special Mention	√	√	√	√	√	√
FB Tagging (minimum, not a limit)	Monthly	Bi-monthly	Quarterly	2x/year	1x/year		
Interact on TLB FB page as business	√	√	√	√	√		
Sponsor sales/events shared by TLB	√						
Sponsored blog posts (text only)	2x/yr	1x/yr					
Giveaways	6x/yr	4x/yr	3x/yr	1x/yr			
Free Inclusion in Recurring Event Giveaway Campaigns	All 4	3x/yr	3x/yr	2x/yr	2x/yr	1x/yr	
Opportunity for Title Sponsorship of One-Time Targeted Campaigns	Invitation only (free for Custom)	Invitation only	Invitation only	Invitation only	Invitation only	Invitation only	
FB Chats	2x/yr *	1x/yr *					
Sponsor rate for À-la-carte services	√	√	√	√	√	√	
Monthly Rate	contact TLB	contact TLB	contact TLB	contact TLB	contact TLB	contact TLB	contact TLB
10% Discount for 3+ months purchase		√	√	√			

* minimum 6-month sponsorship purchase requirement for FB Chats, or must have 3+ months sponsorship history on TLB.

À-la-carte Opportunities

	Sponsor Price	Non-Sponsor Price
Give-away	\$25	\$125
Recurring Event Giveaway Campaigns	\$20	\$75
FB Live Chat	Contact TLB	\$650
Sponsored blog post (text only)	\$150	\$300
Resource Page Sponsor (Text credit at top of page, Banner Ad at bottom of page)	Contact TLB	\$2,400/yr

Guest posting

Additionally, all sponsors (Market–Place excepted) have the option to guest post on the TLB blog (subject to approval), with acknowledgement of the sponsor.

Non-sponsors interested in a Guest posting on TLB should submit their writing to content@theleakyboob.com

TLB Reviews

See your product featured in a review on The Leaky Boob! Contact reviews@theleakyboob.com for more information.

Sponsor Criteria:

Sponsors are selected on a case by case basis. Every potential sponsor is considered for fit; a commitment and care for women, babies, families and breastfeeding; and a business we can feel confident sharing with our readers.

Brand exclusivity:

Please note that The Leaky Boob does not promise brand loyalty in promotions and will share other products as well when fitting, even if they are viewed as competition. If you would like more information about brand exclusivity, please ask for more information.

“I don’t breastfeed personally but I just wanted to say that The Leaky Boob is amazing, very influential and impressive. Its nice to see that there is a place for all the mothers that have struggled through the hardships of a baby and breastfeeding. Definitely opened my eyes more to breastfeeding, how it helps, and bonds a mother with a child. I am considering breastfeeding my next child due to this site! I was very impressed with TLB and I just wanted to give it praise. Thank you!” ~ Jessica Ann, mom