

Terms and Conditions for Advertising with MomandHome.com

General Terms

Ad Content Approval:

- All advertisements and sponsored posts must be submitted for review and approval prior to publication.
- We reserve the right to reject ads that are inappropriate, misleading, or do not align with our website's values or audience.
- Ads must meet the required file size, dimensions, and format standards for as agreed upon.

Ad Types Allowed:

- We accept static image ads, animated ads and/or video ads.
- Ads must not feature images of women. Video ads should not contain music or women.
- We cannot accept ads that reference or promote the following topics: Christmas, Easter, Halloween, Thanksgiving, Valentine's Day, New Year, birthdays, baby showers, Good Friday, St. Patrick's Day, or certain other holidays and events. However, brands are welcome to offer coupons or discounts without mentioning these events, and some events may be accepted upon review.

Ad Placement and Duration:

- Ads will be placed in pre-determined locations such as sidebars, banners, or in-content spaces, as agreed upon during the booking process.
- Sponsored posts will remain on the website permanently unless otherwise stated.

Performance Metrics

Guarantee of Results:

- The performance of your campaign depends on the quality of your ad and the offer presented to our audience.
- We do not guarantee specific outcomes such as Click-Through Rates (CTR), sales, or audience engagement but we ensure that your ads will stay visible on the website as agreed upon.

Analytics:

- We use the WP Quads plugin to insert ads & to measure performance and Google Analytics (GA4) for traffic analysis. We will happily provide analytics data for both resources, upon request, either during or at the end of the campaign.

Payment Terms

Payments:

- All advertising rates must be paid in full and in advance, unless agreed upon otherwise.
- Rates are subject to periodic updates for new bookings.

Refund Policy:

- Payments are non-refundable, regardless of campaign performance or changes (growth or decline) in website traffic.

Traffic Fluctuations:

- Advertisers benefit automatically if traffic grows during the campaign, as ads will reach more users at no additional cost.
- In case of traffic decline, no reimbursements will be provided. (However, our website traffic usually grows or stays steady).

Content Ownership and Compliance

Sponsored Post Ownership:

- Sponsored posts become part of the website's content and cannot be edited or removed after publication without a prior agreement.
- Advertisers may not republish sponsored posts elsewhere without explicit written permission.

Legal and Ethical Compliance:

- Advertisements must comply with all laws, regulations, and advertising standards.
- False, misleading, or offensive content is strictly prohibited.

Audience and Data

Audience Data:

- We update our audience data periodically to ensure ads are served to the most relevant users. However, this data is shared for informational purposes only and is not guaranteed to produce specific outcomes.

- Target Audience:

Our website is tailored for expecting moms, newborn moms, and moms of babies and toddlers. Advertisers are expected to provide content and products relevant to this audience.

Changes and Termination

Modification Requests:

- Changes to ad content or placement after publication may incur additional fees and must be pre-approved.

Termination of Agreement:

- We reserve the right to terminate any advertising agreement without refund if the advertiser violates these terms or publishes content harmful or misleading to our audience or brand.

Contact Information

For any questions, collaborations, or bookings, please contact us at:

Email: reham@momandhome.com

Website: www.momandhome.com