



Rainbow Academy Parent Discount Program **www.RainbowAcademy.com**

Rainbow Academy knows that reaching busy families with young children can be a difficult. This unique opportunity allows New Jersey area businesses to share valuable information, discounts and incentives with New Jersey families with young children. It is also a “win-win” for our families who are looking for ways to help cut costs during these difficult economic times.

If you want to reach parents in your local area, then advertise with us.

Our content rich and visually appealing website at www.RainbowAcademy.com attracts current and potential parents and keeps them coming back for valuable information. Reach out to them by participating in our Parent Discount Program.

Rainbow Academy Child Care Centers can be found throughout the state of New Jersey. Advertising with us will give you the ability to reach out to parents and families in close proximity to you, helping to maximize your sales and ultimately your profit. And since we also donate a portion of the proceeds to the [Rainbow Academy Foundation](#), it allows us to continue helping others!

Rainbow Academy Child Care Demographics

Parents

- Approx. total of 3,600 parents with 1,800 children
- 25 – 45 years old
- Base primarily composed of dual income working families
- Average household income of \$100,000
- 1-3 children under the age of 5 years old (not including summer camp children)
- Many visit the website every day to log into ParentView web monitoring accounts

Employees

- Approx. total of Rainbow Academy employees – 350
- 98% woman
- 18 - 50

Rainbow Academy Website

Tremendous Opportunity for exposure to NJ parents seeking information. The Rainbow Academy website is well optimized and has the traffic to prove it!

- Avg. of Monthly Hits – 887,000
- Avg. # of Unique Visitors – 6,000+



A Family of Child Care Centers

Listings & Price

Basic Listing

- Company Name, Address, Phone, 25 Word Description and Discount or Incentive offered to Rainbow Academy employees and families
- 12 Month Contract: \$150/year

Rainbow Academy
80 Kingsbridge Road
Piscataway, NJ 08854
732-980-1900

Description: Rainbow Academy is a family of ten child care centers throughout the state of New Jersey.

Discount: Now offering FREE Registration if enrolled before September 1st.

Enhanced Listing

- Logo, Company Name, Address, Phone, E-mail Address Link, Website Link, “Map This” function to enable parents to find your location, 50 Word Company Description and Discount or Incentive offered to Rainbow Academy employees and families
- 12 Month Contract: \$300/year



Rainbow Academy
80 Kingsbridge Road
Piscataway, NJ 08854
732-980-1900

Corporate@RainbowAcademy.com
www.RainbowAcademy.com

Description: Rainbow Academy operates ten child care centers in six counties (Bergen, Hunterdon, Middlesex, Morris, Union and Ocean) with one goal: to give working parents peace of mind, knowing their children are receiving the best possible education and care.

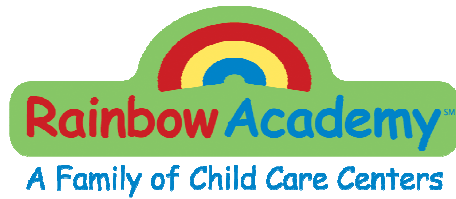
Discount: Now offering 10% OFF to all Rainbow Academy parents

Ad Specs

- **Company Logo** – JPEG Format
- **Basic or Premium Listing information as listed**
- **File Size** – TBD
- **Dimensions**

**All listings must offer a discount or incentive to Rainbow Academy parents and employees.*

**Rainbow Academy parents must present to vendor a Rainbow Academy key tag or promotional code to receive discount.*



PREMIUM LISTING		
Company Name:		
Address:		
City:	State:	ZIP Code:
Email:	Website:	
Phone:	Fax:	
Discount Offered:	50 Word Description:	

***For Premium Listing applicants only. Please e-mail your logo to paul@rainbowacademy.com.**

BUSINESS AUTHORIZED SIGNATURE	
I authorize the verification of the information provided on this form.	
Print Name:	Date:
Signature:	Date:

Please make checks payable to:

Rainbow Academy Associates
80 Kingsbridge Road
Piscataway, NJ 08854

For Rainbow Academy use only:

Submitted By RA Rep: _____

*Please fax Parent Discount Application to 732-980-1904. Ads will not be posted until payment is received.