



Dear marketer,

Welcome to the New World of la JaJa kids!

As mothers of young children, we view parenting as a precious experience paralleled by nothing else in life, it brings us ultimate joy and bliss, but also a fair dose of confusion, doubt, and worries. On top of all that, raising children while juggling Chinese and American cultures can be even more challenging. That's why we created *la JaJa Kids* – a new platform to help Chinese-American parents navigate and keep pace with this modern, ever-changing world of parenting.

A New Bilingual Online Retail Website and Forum

We invite all parents to visit our website: www.laJaJakids.com, browse our latest collection of modern children toys and gears, and take a moment to share their parental thoughts and insights. La JaJa Kids will become a fantastic exploration for parents ~ a place where they can feel completely at home, express themselves, connect with other parents, and have an enjoyable time.

丫丫園地 ~ JaJa's World Quarterly Chinese Newsletter

We understand how a busy parent can appreciate a truly user-friendly resource full of information on family activities, events and parenting tips, that's why we also publish our quarterly Chinese newsletter -- 丫丫園地 (*JaJa's World*). Supported by the online resource center and weblog, we aim to help all moms and dads stay connected with each other and the rich resources in the Southern California community.

Become Our Partner Today!

We hope you'll enjoy your first visit to the new laJaJakids.com and this first issue of *JaJa's World* newsletter. If you are interested in reaching out to the prosperous market of upscale, style-conscious Chinese-American parents, you should become our advertiser or sponsor now. Please feel free to contact us by e-mail at info@lajajakids.com or by phone at 323.728.7200.

Our greatest passion is to help foster a blossoming childhood for every kid, and we can't wait to share that wonderful experience with you!

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Anne Lam & Annie Tsui', is written over a light gray rectangular background.

Anne Lam & Annie Tsui
Founders

Please contact us at 323-728-7200 or info@lajajakids.com for detailed information.

Become a Partner with La JaJa Kids Today and Tap into the Vast Business Potential of Chinese-American Young Parents Market

A limited number of online and print ad opportunities are available to our partners. Cost depends on ad size and placement. Please contact us at info@lajajakids.com or call 323-728-7200 to discuss your advertising needs.

Medium	Advantages	Frequency	Limit
Newsletter	Reaches 10,000 local parents with loyal readership	quarterly	limit to 3
Web Banner	Online banner ad and sponsor links on web pages	Monthly	limit to 5
Blog	Dedicated mention using point of view from JaJa's World	weekly	limit to 1 per day
E-mail Newsletter	Dedicated mention, banner ads and sponsorship links	bi-monthly	limit to 2
Product Placement	Prize giveaway in monthly online sweepstakes	Monthly	limit to 2
Event	Banner and product display during la JaJa events	Irregular	limit to 3
Insertion	Insert brochures or trial packages into outgoing shipments	irregular	limit to 3

*Advertising rate includes design & production services (up to 1 revision).

FREE EVENT LISTING

Our Event Calendar accepts event information submission at no charge. We will verify all information and reserve the rights to edit or publish the event. We only provide advertising and advertorial space to organizations and businesses that are relevant and appropriate for promotion to children and parents.

Please contact us at 323-728-7200 or info@lajajakids.com for detailed information.

JaJa's World Newsletter

2010-2011 Editorial Calendar

	2010 summer	2010 fall	2010 winter	2011 spring	2011 summer	2011 fall
Coverage Months	May, June, July	August, September, October	November, December, January	February, March, April	May, June, July	August, September, October
Publication Date	May 9, 2010	August 15, 2010	November 14, 2010	February 13, 2011	May 8, 2011	August 14, 2011
Cover Story	Parks and outdoor activities	Libraries, Books and Story-times	The Restaurant Issue	After school extra-curricular activities	Travel, vacations and cruises	Baby and Kids Products
Key Feature	La JaJa kids.com introduction	Raising Chinese kids in America – Moon Festival	Raising Chinese kids in America – Chinese schools	Celebrity Mom Interview	Tips on traveling with kids	Raising Chinese kids in America – managing three generations
Health	Pediatrician	Dietitian	Eye Care	Dentist	Pediatrician	Child Psychologist
Event Calendar	Event calendar	Event calendar	Event calendar	Event calendar	Event calendar	Event calendar
Column	New Kids Product Introduction	New Kids Product Introduction	New Kids Product Introduction	New Kids Product Introduction	New Kids Product Introduction	New Kids Product Introduction
Column	Lucky Draw	Lucky Draw & Survey	Lucky Draw	Lucky Draw & Survey	Lucky Draw	Lucky Draw & Survey

**Contents are tentative and subject to changes due to editorial adjustment.*

Please contact us at 323-728-7200 or info@lajakids.com for detailed information.

Specifications: Dedicated E-mail Newsletter

General Specs	<ul style="list-style-type: none">• up to 100 words or up to 600 characters (with spaces)• one 624x117 px gif or jpg static image• no flash accepted
Advantages	<ul style="list-style-type: none">• e-mail advertorial limit to 2 sponsors each time• 100% share of voice• created using JaJa's World's witty point of view• prominent brand presence• push product off shelves, special discounts, and incentives

Specifications: Website Banner Ad

Ad size	120 x 120 gif/jpeg
File size	<ul style="list-style-type: none">• Max Size - 25K• Initial File Size - 25k• Max File Size (Polite Download) - 2M
General Specs	<ul style="list-style-type: none">• Back Up GIF Required• Max Loops - Infinite• Expand Direction - Left - 768x250• Accept Auto Expand - No• Window Mode (Wmode) - transparent or opaque• Vendor Tracking - Approved 3rd Party Vendor

Please contact us at 323-728-7200 or info@lajakids.com for detailed information.