



the **CuteKid**



of the Year Contest!

# The Cute Kid.com

350,171  
50,000

Total Members/Contestants     \$ 90/M  
Monthly Hotline                    + \$ 16/M  
Quarterly Hotline                    + \$ 11/M

TheCuteKid.com offers proud parents and family members a chance to share photos and enter their children into monthly photo contests offering cash prizes. TheCuteKid.com is not only a place for pictures, additional free resources include nursery rhymes, games, links for baby products, shower ideas, discounts, special offers and more. TheCuteKid.com gives parents a free online membership to showcase their adorable children to friends, family and possible talent agencies.

TheCuteKid.com has become one of the largest online baby photo contest sites on the web. Contestants pay \$19.95 to enter the photo contest and winners of the contest receive gifts like American Express gift cards, U.S. Treasury Bonds and submission to top talent agencies. The "Cute Kid of the Year" grand prize winner receives a full year of college tuition, a photo shoot with a professional photographer, a submission of the portfolio to a top modeling agency and a canvas portrait of the winning photo. Monthly photo contestants are classified into selectable age categories:

- ◆ Baby (birth-12mo)    ◆ Toddler (12mo-24mo)
- ◆ Preschooler (2-4 years)    ◆ Big Kid (4-8 years)

TheCuteKid.com is recommended for: Children's Merchandise, Publications, Family Vacations, Clubs/Memberships, Finance/Insurance, Crafts/Collectibles, Internet/Communications

<b><u>Additional Information</u></b>	
SOURCE:	Internet/Website registration
UNIT OF SALE:	Membership is free.
Contestants pay \$19.95 for monthly contest entries	
UPDATED:	Monthly
MINIMUM ORDER:	10,000
MATERIALS:	\$25/F Cartridge \$50/F Email/FTP
Sample mail piece required. 100% Home Address	

<b><u>SELECTIONS:</u></b>	
CONTEST ENTRANTS	\$16/M
CREDIT CARD USERS	\$20/M
LIFESTYLES/DEMOS	\$11/M
AGE RANGE OF CHILD	\$11/M
CHILD GENDER	\$10/M
GEOGRAPHY	\$10/M
INCOME	\$11/M
PHONES	\$20/M



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