

## Monthly Ad Rates

	12x	6x	3x	1x Open
<b>Full Page</b>	\$2,267	\$2,494	\$2,682	\$3,352
<b>3/4 Page</b>	\$1,932	\$2,075	\$2,262	\$2,828
<b>1/2 Page</b>	\$1,206	\$1,360	\$1,465	\$1,871
<b>3/8 Page</b>	\$1,055	\$1,232	\$1,311	\$1,495
<b>1/4 Page</b>	\$665	\$739	\$818	\$1,022
<b>1/8 Page</b>	\$384	\$423	\$465	\$582
<b>Inside Covers</b>	\$3,171	\$3,312	\$3,610	\$4,447
<b>Back Cover</b>	\$3,572	\$3,728	\$4,073	\$4,999

**Home-based or Non-profit business discount -15%**  
**Guaranteed Placement +10% • All rates are net**

### Enhanced Listing

Includes company logo and 75-word description. \$175 Listing Only, \$75 when accompanying a display ad.

**FREE** Ad creation and four-color design!

## Unique Print Marketing Opportunities

### Cover Prize Badge

Includes Contest Web Page

**\$500**

(plus prize of minimum \$350 value)

### Cover Stickers

Four-Color, 3" x 3"

**Starting at**

**\$6,450**

### Inserts

Delivered to Area of Your Choice, Minimum: 20,000 inserts  
 Maximum Size: 8"x10".  
 Minimum Paper Weight: 80 pound

**\$40 per 1,000 Inserts**

Set-Up Fee: \$200

### Custom Publishing

Create & Publish Your Newsletter or Magazine

**Call Your Media Sales Director**

## Ad Dimensions

Sizes by Decimal Inch

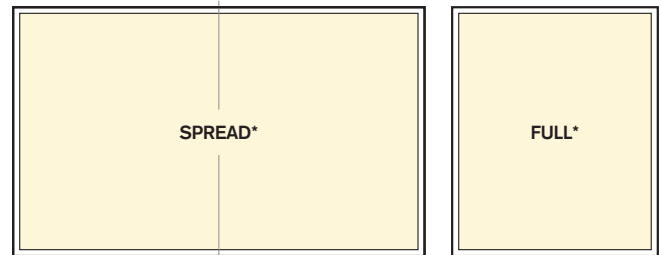
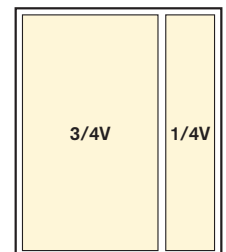
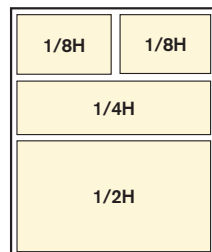
AD SIZES	WIDTH	HEIGHT
Spread Pages*	17.25"	11.125"
Full Page*	8.625"	11.125"
3/4 V. Page	5.406"	9.863"
1/2 V. Page	3.604"	9.863"
1/2 H. Page	7.375"	4.807"
3/8 V. Page	3.604"	7.272"
1/4 V. Page	1.75"	9.863"
1/4 H. Page	7.375"	2.341"
1/4 SQ Page	3.604"	4.807"
1/8 H. Page	3.604"	2.341"

### SPREAD PAGES INFO\*

Ad Size	17.25"	11.125"
Live Area	15.75"	9.875"

### FULL PAGE INFO\*

Ad Size	8.625"	11.125"
Live Area	7.375"	9.875"



**FULL PAGE & SPREAD PAGES NOTE\*** Please note that all pertinent text and/or images must be placed within the Live Area, as to prevent accidental cutting in the print process. **Spread Ads:** due to the binding of magazines, please be wary or avoid of having text/images that span across the page break in the middle of Spread Ads.

## Materials

Please submit all ads in PDF or TIFF formats only. We cannot accept any files created in Microsoft Powerpoint, Microsoft Word, or any other non-graphic program. Ad files must be at least 300 dpi (dots per inch). Do not use images downloaded from the Internet, as these images usually have a resolution of 72 dpi and are not sufficient for print. If using black on your ad, please make sure that it is a "true" one color

black rather than four color black. Lastly, please make sure your file is saved in the CMYK color format before submission.

Ads which have relatively small files sizes (10MB or less) may be e-mailed to your sales representative. All other ads must be submitted either on a CD, through a file hosting website or via your FTP server. Please call regarding any questions.

**For Advertising Information, Call 714.630.4510 • www.parentingoc.com**