



# 22nd Annual READERS' CHOICE AWARDS

**With Your Online Reader's Choice Message,  
Reach Over 100,000 Voting Parents!**

**Nomination Phase Web Ad Art Deadline May 15**  
**Voting Phase Web Ad Art Deadline June 12**

## READERS' CHOICE TIMELINE



### NOMINATION PHASE

*Art Deadline: May 15, 2024*  
**May 20 to June 2, 2024**

- Two e-blasts, totaling 100,000 OC Homes
- Eight Social Media Posts (twice weekly)
- Three Additional e-blasts to 15,000 Parenting OC Subscribers

### VOTING PHASE

*Art Deadline: June 12, 2024*  
**June 17 to July 7, 2024**

- Two e-blasts, totaling 100,000 OC Homes
- Eight Social Media Posts (twice weekly)
- Three Additional e-blasts to 15,000 Parenting OC Subscribers

### READERS' CHOICE WINNERS... Featured in Our September 2024 Issue

*Art Deadline: August 16, 2024*  
**Publication Date: September 3, 2024**

- "Thank You for Voting for Us..." Ads of All Sizes Reaching 150,000 in print and 100,000 in e-blasts!

**For More information, email [Randall.Tierney@ParentingOC.com](mailto:Randall.Tierney@ParentingOC.com)  
Or call 714-630-4510**

# NOMINATION & VOTING PACKAGES

## GROUP SPONSOR \$500 Per Phase

**BEST: Full Width, Top-of-the-Page Placement**

- Preferred vote button placement
- Availability: Nomination & Voting Phases
- 1,200px x 300px ad at the top of one of the featured categories.
- Ad runs the entire duration of either the nomination phase or voting phase.

## CATEGORY AD \$350 Per Phase

**BETTER: Top-of-the-Category Placement**

- Preferred vote button placement
- Availability: Nomination & Voting Phases
- Limited to 5 advertisements
- 800px x 300px ad at the top of one of the featured categories.
- Ad runs the entire duration of either the nomination phase or voting phase.

## FEATURED ENTRANT \$250

**GOOD: Listing with Image and 25 Word Description**

- **Availability: Voting Phase ONLY**
- 600px x 338px ad at the top of one of the featured categories.
- Includes 25 word description and contact information.
- Runs the entire voting phase

**BUNDLE & SAVE**  
Combine two or three and save 10%

## BASIC ENTRANT

- **Availability: Voting Phase ONLY**

The screenshot shows a website interface with a top banner for Knott's Berry Farm. Below the banner is a navigation menu with categories like Family Fun, Food, Kids Play Places, Education, Health, Lifestyle, & Beauty, and Camps. The 'Camps' category is expanded, showing a list of camps with 'Best Day Camp' selected. A featured entrant for 'Camp James at Newport Dunes' is highlighted with a 'Vote for Camp James for Best Day Camp' button. Below this, there's a 'Birthday Party Venue' section featuring 'Wild Blue Ropes Adventure Park' with contact information and a 'Vote' button. At the bottom, there's an 'All Entrants' section with 'Carolina Ice Palace' and 'Charleston Animal Society' listed, each with a 'Vote' button.



## SEPTEMBER 2024 ISSUE PRINT ADS

Art Deadline: August 16, 2024 | Publication Date: September 3, 2024

Full Page	\$2,267	1/4 Page	\$665
1/2 Page	\$1,206	1/8 Page	\$384

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