

Print

Parenting OC is the area's only monthly publication focused on parenting and family. Home to Disneyland, Knott's Berry Farm and some of the most beautiful and family-friendly parks and beaches in the world, Orange County is a community of actively involved and affluent parents who place a high importance on their children's education and enrichment. Serving this audience, we offer in-depth editorial on schooling, health & wellness, after-school activities, camps and the latest news on "family friendly" things to do in OC. Distributed monthly throughout OC for over 30 years!



Online & Social Media

ParentingOC.com, the POC Digital Edition and our eNewsletters deliver award-winning editorial 24/7. Reach a combined total of over 20,000 unique users monthly on average. POC also offers promotional opportunities via our social media accounts.



@ParentingOCmag

Community Events

Whether parents are seeking sports, academic support, or creative outlets for their children, Parenting OC's events are designed to showcase a wide range of programs that meet those needs.

Families in search of activities—like summer camps, learning programs, sports, and travel can find what they are looking for at the Summer Opportunities Jamboree.

At Learn & Grow, families can find exhibitors and experts for all aspects of healthy living—offering the tools and wisdom parents need to help raise boys and girls with strong minds and bodies.



Annual Awards

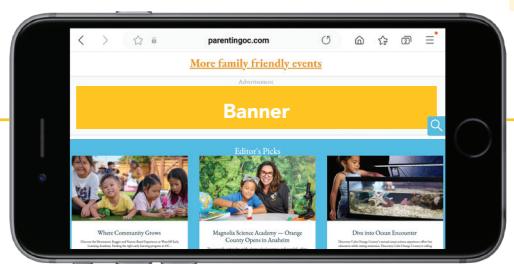
Each year, Parenting OC asks parents, educators, and community members to nominate teachers, employers and leaders who deserve special attention in our pages.



We also invite readers to share their "Best Of" recommendations for food, entertainment, and more.



For Advertising Information, scott@parentingoc.com or call 714-202-7750



Social Media Posts

Media	Notes	Pricing
Dedicated Post	1 post across our Facebook and Instagram. 2,048w x 2,048h photo at 125 DPI, plus a 280 character or less post.	\$395

File types: .jpg, .gif web ready images, 72 DPI.

For Advertising Information, scott@parentingoc.com or call 714-202-7750

ParentingOC.com Rates

Website Ads

Media	Media Locations	Specs	Monthly Rate
Top Banner	Rotates across website	728w x 90h	\$525
Super Banner	Appears on the homepage	970w x 250h	\$475
Sticky Footer	Remains on all web pages	728w x 90h	\$695
Sticky Badge & Banner Combo	Appears as badge to the right of content on desktop and mobile as a banner inside content	Mobile: 300w x 250h Banner: 728w x 90h	\$725

e-Blasts

Reach our Newsletter Audience

Media	Notes	Monthly Rate
Unique e-Blast (Newsletter List)	Reach our audience	\$695
e-Blast Follow-up	Redrop a campaign to those who viewed the first outreach	\$325
Group e-Blast	8 clients per blast. 1 image (300w x 250h) and 75 words	\$325

e-Newsletter Rates

Media	Specs	Rate Per ENL
Banner	728w x 90h	\$285
Spotlight	100 Words + Image	\$450

Sponsored Content

Media	Specs	Monthly Rate
Category page Feature: After your campaign, forever searchable on our site (no charge).	650-words + 2-3 images	\$695

Digital Media Bundles

e-Blast Add-ons: 2 Social Media Posts and/or Banner Ads	Combine 2 other online products with a unique e-Blast and save 10% on your pricing
---	--

Monthly Ad Rates

	12x	6x	3x	1x Open
Full Page	\$2,200	\$2,400	\$2,700	\$3,000
2/3 Page	\$1,760	\$1,920	\$2,160	\$2,400
1/2 Horz.	\$1,350	\$1,480	\$1,665	\$1,850
1/3 Square	\$925	\$1000	\$1,125	\$1,250
1/3 Horz.	\$925	\$1000	\$1,125	\$1,250
Back Cover	\$3,000	\$3,200	\$3,600	\$4,000

**Nonprofits may use the 12x rate regardless of frequency
Guaranteed Placement +15% • All rates are net**

Enhanced Listing

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

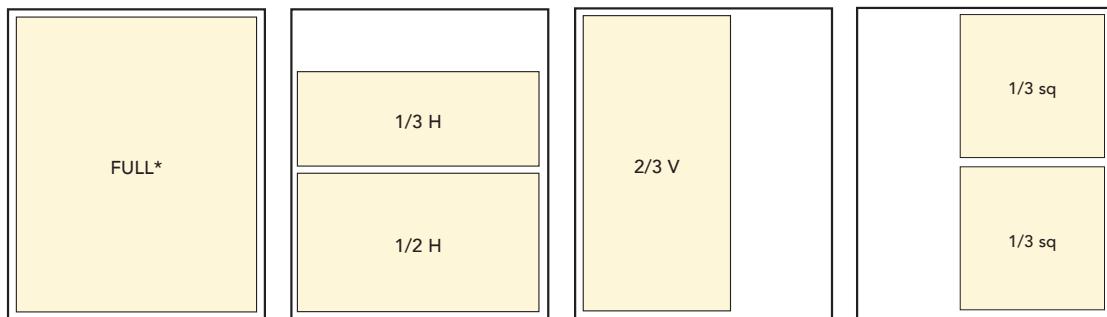
Ad Dimensions

AD SIZES

	SAFE AREA
Full Page*	7.875" w x 10.25" h
2/3 Page*	4.5" w x 10.25" h
1/2 H. Page*	7.875" w x 4.75" h
1/3 Square	4.5" w x 4.5" h
1/3 Horz.*	7.875" w x 3.7" h

BLEED AREA
8.875" w X 11.25" h
5.55" w X 11.25" h
8.875" w X 5.375" h
No Bleed
8.875" w X 4.189" h

***FULL BLEED ADS:** Please note that all pertinent text and/or images must be placed within the **safe area**, as to prevent accidental cutting in the print process.



Materials

- Please submit all ads in PDF or JPG 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.

- All black text in your ad must be 100% Black, (one color black) rather than four color black.
- Files must be save in CMYK color format
- Ads 10MB or less may be e-mailed
- All other ads must be submitted via Google Drive or a Dropbox link that is emailed

Tell Your Story

In Parenting OC Magazine

Cover Sponsorship

Includes

- Cover featuring your business, school, event, or product, for our readership.
- Original cover photography
- Cover message with logo at bottom
- Full page ad or full-page edit inside
- Additional full page inside: +\$1,950

*Clients are limited to 3 covers per year, no consecutive months

\$6,500



Full Page Sponsorship

A unique opportunity to place your own article in our pages. You write it, or the editors write it for you, with your final approval. This is not a display ad, but an article with headline and 500-650 words of copy.

Full-page article, plus full-page ad: **\$3,350**

Full-page article only: **\$2,500**

- **Theme:** **Education Issue**, including Private School and Special Needs Directories
- **Resource Guides:** Private School, Preschool, K to 12 Education, Special Needs, Open House, After-School
- **Group e-Blast:** Education • **Ad Close:** 12/5 • **Publication Date:** 12/31

January

- **Theme:** **Summer Camps & Activities**, School Heroes Nominations Announcement
- **Resource Guides:** Pre-K to 12 Education, Camps & Activities
- **Group e-Blast:** Summer Camps • **Ad Close:** 1/5 • **Publication Date:** 1/31

February

- **Theme:** **School Heroes of Orange County**, Summer Camp Planning, Spring Break Travel & Fun
- **Resource Guides:** Pre-K to 12 Education, Camps & Activities
- **Group e-Blast:** School Heroes Congrats • **Ad Close:** 2/5 • **Publication Date:** 2/28

March

April Summer Opportunities Jamboree Event

- **Theme:** **Special Needs Issue**, including the Special Needs Resource Guide
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Special Needs
- **Group e-Blast:** Special Needs • **Ad Close:** 3/5 • **Publication Date:** 3/31

May

- **Theme:** **The Mom Issue**, Summer Movie Preview, Mother's Day
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education
- **Group e-Blast:** Summer Fun • **Ad Close:** 4/5 • **Publication Date:** 4/30

June

- **Theme:** **Family Fun & Travel Guide**, Alternative Education
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Private School
- **Group e-Blast:** Education • **Ad Close:** 5/5 • **Publication Date:** 5/31

July/August Double Issue

- **Theme:** **The Back-to-School Issue**
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education
- **Group e-Blast:** Alternative Education • **Ad Close:** 6/5 • **Publication Date:** 6/30

September Back-to-School Learn & Grow Event

- **Theme:** **Readers' Choice Awards — Best of OC**, Back-to-School
- **Resource Guides:** After-School Activities, Pre-K to 12 Education
- **Group e-Blast:** Readers' Choice Awards • **Ad Close:** 8/5 • **Publication Date:** 8/31

October

- **Theme:** **Halloween**, Tutoring, Preschools & Childcare
- **Resource Guides:** After-School Activities, Pre-K to 12 Education, Halloween & Harvest
- **Group e-Blast:** Halloween • **Ad Close:** 9/5 • **Publication Date:** 9/30

November

- **Theme:** **Moms at Work**, Montessori Education, OC High School Guide, Snow Play & Winter Fun
- **Resource Guides:** Holiday Guide, After-School Activities, Montessori Education, Pre-K to 12 Education, Open House
- **Group e-Blast:** Holiday • **Ad Close:** 10/5 • **Publication Date:** 10/31

December

- **Theme:** **The Holiday Issue**, Gift Guide, Open House
- **Resource Guides:** After-School Activities, Holiday, Open House, Pre-K to 12 Education
- **Group e-Blast:** Holiday, Open House • **Ad Close:** 11/5 • **Publication Date:** 11/30

COVER SPONSORSHIP OPPORTUNITIES AVAILABLE FOR ISSUES

Special treatment for April and September issues.

Note: Editorial content and events are subject to change.

Regular Columns

Mindfulness: Tools for living and parenting • **Openings:** Family-friendly business arrivals • **Maddie Made Vegan:** Vegan recipes

Family Wellness: Covering body, mind and spirit • **Ask the Expert:** Advice on Child Development & Parenting

Trips with Kids: Getaways for the entire family • **GO OC:** Calendar of Family Events & Activities