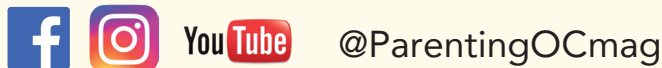


Print

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 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 60,000 unique users monthly on average. POC also offers promotional opportunities via our social media accounts.



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.

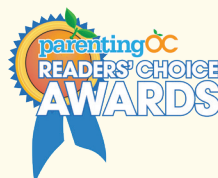
At Learn & Grow, families can find exhibitors and experts for all aspects of healthy living—offering the tools and wisdom parents need to help raise boys and girls with strong minds and bodies.

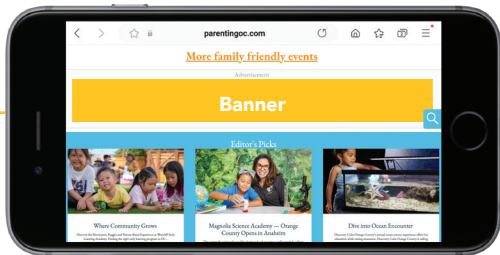


Annual Awards

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.





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

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

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

Monthly Ad Rates

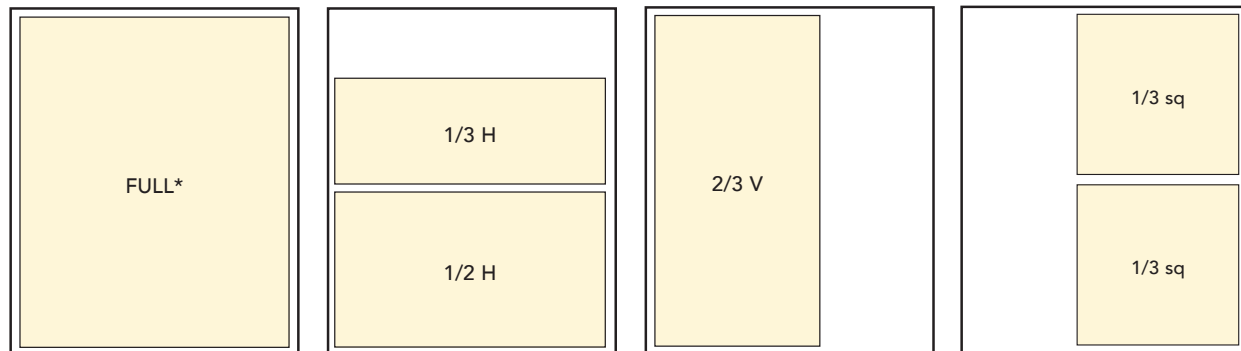
	12x	6x	3x	1x Open
Full Page	\$2,200	\$2,400	\$2,700	\$3,000
2/3 Page	\$1,760	\$1,920	\$2,160	\$2,400
1/2 Horz.	\$1,350	\$1,480	\$1,665	\$1,850
1/3 Square	\$925	\$1,000	\$1,125	\$1,250
1/3 Horz.	\$925	\$1,000	\$1,125	\$1,250
Back Cover	\$3,000	\$3,200	\$3,600	\$4,000

Guaranteed Placement +15% • All rates are net

Ad Dimensions

AD SIZES	SAFE AREA	BLEED AREA
Full Page*	7.875"w x 10.25"h	8.875"w X 11.25"h
2/3 Page*	4.5"w x 10.25"h	5.55"w X 11.25"h
1/2 H. Page*	7.875"w x 4.75"h	8.875"w X 5.375"h
1/3 Square	4.5"w x 4.5"h	No Bleed
1/3 Horz.*	7.875"w x 3.7"h	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 saved in CMYK color format.
- Ads 10MB or less may be emailed.
- All other ads must be submitted via Google Drive or a Dropbox link that is emailed.

Tell Your Story

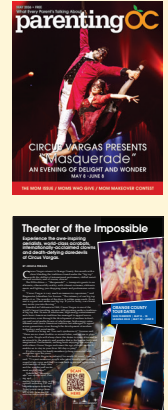
In Parenting OC Magazine

Cover Sponsorship \$6,500

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

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



Circulation

Each month, 25,000 printed copies are distributed on counters and racks at public and private schools, libraries, rec centers and other family-friendly locations throughout Orange County, CA. With an average of three readers per copy, our print magazines reach over 75,000 families per month. Our website and weekly e-newsletters reach thousands more.

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

January

- **Theme: Education Issue**, including Private School Directory
- **Ad Close:** 12/5 • **Publication Date:** 12/31

February

- **Theme: Summer Camps & Activities**, School Heroes Nominations Announcement
- **Ad Close:** 1/5 • **Publication Date:** 1/31

March

Summer
Opportunities
Jamboree Event

- **Theme: More Summer Camps**, including Special Needs Camps
- **Ad Close:** 2/5 • **Publication Date:** 2/28

April

- **Theme: Special Needs**, including Special Needs Resource Guide
- **Ad Close:** 3/5 • **Publication Date:** 3/31

May

- **Theme: School Heroes of Orange County**, including Summer Movie Preview
- **Ad Close:** 4/5 • **Publication Date:** 4/30

June

- **Theme: Summer Travel**, including Family Fun Guide
- **Ad Close:** 5/5 • **Publication Date:** 5/31

July

- **Theme: After-School Programs**, including Tutoring and Support
- **Ad Close:** 6/5 • **Publication Date:** 6/30

August

Back-to-School
Learn & Grow Event

- **Theme: The Back-to-School Issue**, including Technology and Supplies
- **Ad Close:** 7/5 • **Publication Date:** 7/31

September

- **Theme: Readers' Choice Awards**, including Fall Events & Travel
- **Ad Close:** 8/5 • **Publication Date:** 8/31

October

- **Theme: Halloween**, Applying to College and the Common App
- **Ad Close:** 9/5 • **Publication Date:** 9/30

November

- **Theme: Moms at Work**, OC High School Guide, Philanthropy
- **Ad Close:** 10/5 • **Publication Date:** 10/31

December

- **Theme: Holiday and Winter Fun**, Gift Guide, Decorating and Local Events
- **Ad Close:** 11/5 • **Publication Date:** 11/30

Regular Content

Mindfulness / Family Wellness / Ask the Experts
Special Needs / Camps and Activities / After-School Care