

Monthly Ad Rates

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

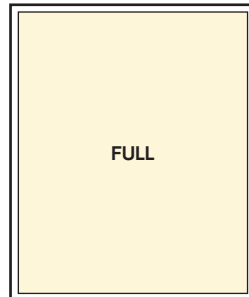
Ad Dimensions

Sizes by Decimal Inch

AD SIZES	WIDTH	HEIGHT
Full Page*	8.625"	11.125"
3/4 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"

FULL PAGE INFO*

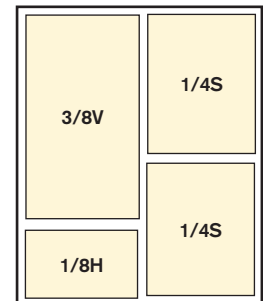
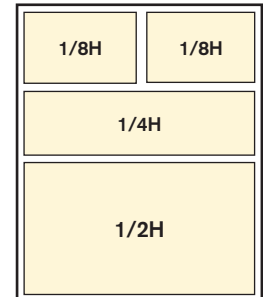
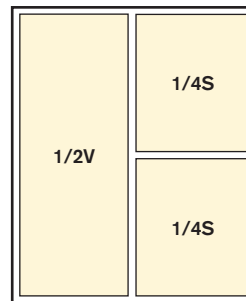
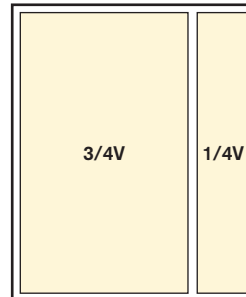
Trim Size	8.625"	11.125"
Live Area	7.375"	9.875"



FULL PAGE 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.

Please add additional .25" for BLEED



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 files@parentingoc.com. 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