

**Monthly Ad Rates**

	<b>12x</b>	<b>6x</b>	<b>3x</b>	<b>1x Open</b>
<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!

**Ad Dimensions**

Sizes by Decimal Inch

<b>AD SIZES</b>	<b>WIDTH</b>	<b>HEIGHT</b>	<b>SPREAD PAGES INFO*</b>	
Spread Pages*	17.25"	11.125"	Ad Size	17.25" 11.125"
Full Page*	8.625"	11.125"	Live Area	15.75" 9.875"
1/2 V. Page	3.604"	9.863"	<b>FULL PAGE INFO*</b>	
1/2 H. Page	7.375"	4.807"	Ad Size	8.625" 11.125"
1/4 V. Page	1.75"	9.863"	Live Area	7.375" 9.875"
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 & 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, JPG or PNG 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.

**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



**\$5,500**



**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**

**Inserts**

Delivered to the area of your choice

**Call for Quote**

