

Print Ads

Ads in Parenting OC's Monthly Magazine

Ad Size	Width	Height	File Type	Notes
Spread Pages	17.25"	11.125"	PDF, 300 DPI, CMYK Colors	Dimensions listed for full bleed ads. Live Area: 15.75"w x 9.875"h PLUS 1.25" gap in the center (for the centrefold).
Full Page	8.625"	11.125"	PDF, 300 DPI, CMYK Colors	Dimensions listed for full bleed ads. Live Area: 7.375"w x 9.875"h.
3/4 V. Page	5.406"	9.863"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/2 V. Page	3.604"	9.863"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/2 H. Page	7.375"	4.807"	PDF, 300 DPI, CMYK Colors	No bleed required.
3/8 V. Page	3.604"	7.272"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/4 V. Page	1.75"	9.863"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/4 H. Page	7.375"	2.341"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/4 SQ Page	3.604"	4.807"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/8 H. Page	3.604"	2.341"	PDF, 300 DPI, CMYK Colors	No bleed required.

Online Ads

Website Ads

Media	Width	Height	File Type
Top Banner & Banner	728 px	90 px	JPG, RGB Colors
Sponsor Banner	970 px	250 px	JPG, RGB Colors

Social Media Posts

Media	Notes	File Type
Dedicated Post	1 post across our Facebook, Instagram and Twitter. 2,048w x 2,048h pixel photo, plus a 280 character or less post.	JPG, RGB Colors

e-Blasts & e-Newsletter

Unique e-Blasts

Media	Notes	File Type
Newsletter List e-Blast	Reach our audience	
Newsletter e-Blast Follow-up	Sent to all opens from original e-Blast	
Group e-Blast	8 clients per blast. 1 image (300w x 250h) and 75 words	JPG, RGB Colors
Geo-Targeted e-Blast	20,000 min. customized demographics	

Events and Family Fun e-Newsletters

Media	Width	Height	File Type
Banner	728 px	90 px	JPG, RGB Colors
Skyscraper	300 px	250 px	JPG, RGB Colors
Spotlight	100 Words + Image		JPG, RGB Colors
Footer Banner	728 px	90 px	JPG, RGB Colors

e-Newsletters

Media	Width	Height	File Type
Banner	728 px	90 px	JPG, RGB Colors
Spotlight	100 Words + Image		JPG, RGB Colors
Footer Banner	728 px	90 px	JPG, RGB Colors