



## MbayKids Marketing Opportunities

### Package A - Full Page Print & Website & E-mail - \$1200

- Full page **Scoop!** ad
- Website banner ad (in rotation)
- Coupon Corner
- Placement in 2 weekly e-mail newsletters

### Package B - Half Page Print & Website & E-mail - \$750

- Half page **Scoop!** ad
- Happenings page ad (website)
- Coupon Corner
- Placement in 1 weekly e-mail newsletter

### Package C - Quarter Page Print & E-mail - \$450

- Quarter page **Scoop!** ad
- Coupon Corner
- Placement in 1 weekly e-mail newsletter

### Package D - Website & E-mail Monthly Rate - \$225

- Skyscraper ad on MbayKids.com (refreshed)
- Happenings page ad (website)
- Coupon Corner
- Placement in 2 weekly e-mail newsletters

**10% pick-up discount on additional insertions of the same size reserved at the time of order. Additional e-mail insertions \$50.**

## Scoop! Ad sizes

### Full page

5" w x 8" h  
Call for bleed dimensions

### Half vertical

2.375" w  
x  
8.0" h

### Half horizontal

5" w x 3.875" h

### Quarter page

vertical 2.375" w  
x  
3.875" h

### horizontal

5" w x 1.875" h

Publication trim/finish size 5.5" w x 8.5" h



Summer Activity Folder - Mail date: Week of May 3

Insertion Rate: \$525 (Reserve with payment by 4/2 for \$25 discount!)

Provide MbayKids with 2,500 single page flyers, postcards or single-page folded brochures by Friday, April 16.

## Ad Deadlines

**February:** Heart for Kids Awards *Ad closing Jan 18*

**March:** Spring Fun *Ad closing Feb 15*

**April/May:** Preschool & Day Care Directory *Ad closing March 17*

**\*\*\* Summer Activity Folder Early Bird Deadline: April 2; Ad closing Apr 16 \*\*\***

**June/July:** Summer Fun *Ad closing May 17*

**August/September:** Back to School *Ad closing July 21*

**October:** Halloween Happenings *Ad closing Sept 17*

**November:** Tutoring Resources / School Open Houses *Ad closing Oct 18*

**December/January:** Birthday Fun *Ad closing Nov 15*

## MbayKids.com Website Ad Sizes

### Front page:

**Top rotating banner**

660 x 205 pixels (Five positions)

**Skyscraper banner**

150 x 400 pixels (Rotated via page "refresh")

### "Happenings" page:

180 x 140 pixels

(Non-rotating/stationary ad)

Note: Sizes are subject to change without notice.

## Technical specifications

JPG/TIF/PDF (300 dpi), EPS file formats

Ad design billed at \$95 per hour.