



MbayKids Marketing Opportunities (each issue)

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

- Full page **Scoop!** ad
- Rotating Banner or Skyscraper ad on MbayKids.com
- 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

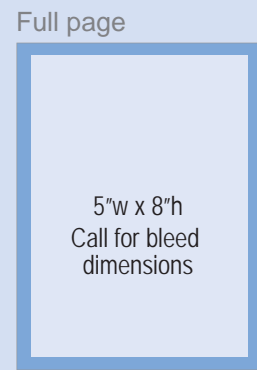
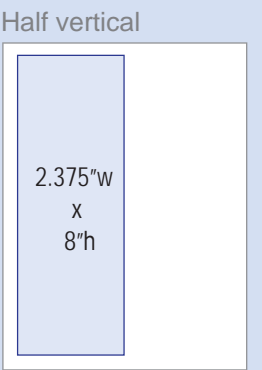
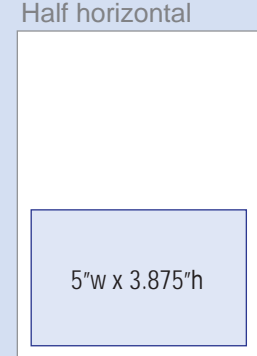
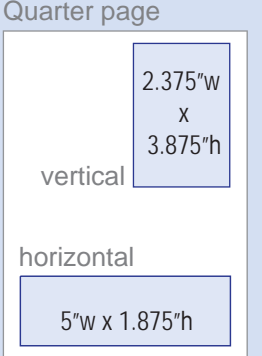
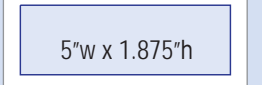
- Quarter page **Scoop!** ad
- Coupon Corner
- Placement in 1 weekly e-mail newsletter

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

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

For packages A, B & C: 10% pick-up discount on additional insertions of the same size or larger reserved at the time of initial order. Please inquire about our nonprofit discounts and contract opportunities.

Scoop! Ad sizes

| | |
|--|--|
| <p>Full page</p>  <p>5" w x 8" h Call for bleed dimensions</p> | <p>Half vertical</p>  <p>2.375" w x 8" h</p> |
| <p>Half horizontal</p>  <p>5" w x 3.875" h</p> | <p>Quarter page</p>  <p>2.375" w x 3.875" h vertical</p> <p>horizontal</p>  <p>5" w x 1.875" h</p> |

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

Ad Deadlines

- February:** Kid Friendly Dining *Ad closing Jan 13*
- March:** Spring & Easter Fun *Ad closing Feb 15*
- April/May:** Preschool & Day Care Directory *Ad closing March 16*
- *** **Summer Activity Folder** *Ad closing Apr 13* ***
- June/July:** Summer Fun *Ad closing May 16*
- August/September:** Back to School *Ad closing July 20*
- October:** Halloween Happenings *Ad closing Sept 14*
- November:** Tutoring Resources / School Open Houses *Ad closing Oct 15*
- December/January:** Birthday Fun *Ad closing Nov 14*

Technical specifications

JPG/TIF/PDF (300 dpi), EPS file formats
Ad design billed at \$95 per hour.

MbayKids.com Website Ad Sizes

Front page:

Top rotating banner

660 x 205 pixels
(Up to seven positions)

Skyscraper banner

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



Internal pages:

180 x 140 pixels
(Non-rotating/stationary ad)

Note: Sizes are approximate. Subject to change without notice.