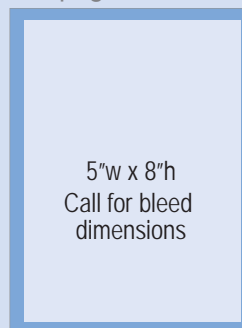


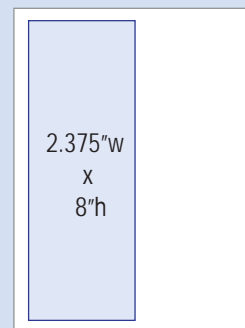


## Scoop! Ad sizes

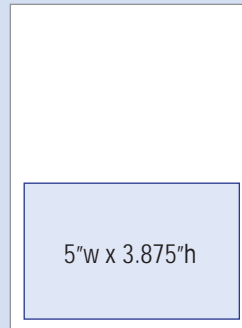
Full page



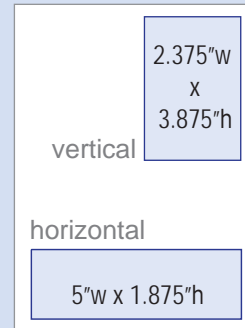
Half vertical



Half horizontal



Quarter page



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

### MbayKids Marketing Opportunities (each issue)

#### 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 1 weekly e-mail newsletter

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

### Ad Deadlines

**February:** Heart for Kids/Valentine's Day *Ad closing Jan 19*

**March:** Schooling at Home *Ad closing Feb 18*

**April/May:** Spring Fun/Mother's Day *Ad closing March 18*

\*\*\* **Summer Activity Folder** *Ad closing Apr 17* \*\*\*

**June/July:** Summer Fun *Ad closing May 18*

**August/September:** Back to School *Ad closing July 20*

**October:** Halloween Happenings *Ad closing Sept 18*

**November:** Family Dining *Ad closing Oct 19*

**December/January:** Birthday Fun *Ad closing Nov 16*

### 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  
(Five 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.



# Insertion Order **2009**

Advertiser: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 Phone (1): \_\_\_\_\_ Phone (2): \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Month or Issue	Package A, B, C, D	Package Specs Specify vertical or horizontal for half and quarter page sizes. Placement permitted on a first-come/first-serve basis.	Insertion Rate Pick-up discount: 10%
Feb			
Mar			
Apr/May			
Folder			
Jun/Jul			
Aug/Sept			
Oct			
Nov			
Dec/Jan			

\* First ad at regular rate. Additional ad space reserved at time of initial order receives discount. Discount applies to ads of equal or smaller size.

**Instructions:**


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*Client supplied and/or approved artwork must be completed by the publication's ad closing rate for each respective issue.*

Advertiser agrees to the space commitment as listed above on this contract. Advertiser will be invoiced for ad space as issues are published. In the unlikely event that an issue is cancelled from publication, Advertiser will have the option to move reserved ad space to another month at the discounted rate as noted above or Advertiser may opt to remove the ad only for the cancelled publication month from this contract. MBayKids will not be responsible for providing advertising space for a month in which an issue is cancelled from publication. Advertiser's payments are due and payable within 30 days from invoice date. Late payments will be assessed a 10% penalty. Changes to the above, agreed upon insertion dates must be submitted by the Advertiser to MBayKids in writing and will be subject to a 20% upcharge for the moved ad. Such ads can only be moved to within one issue of the originally scheduled insertion month. Failure to provide ad artwork or notification of an intention to move a reserved ad space by the published ad closing date of publication will result in potential forfeiture of ad space and Advertiser will be invoiced for the space reserved per this contract.

I am authorized to sign on behalf of the Advertiser listed above and have read and agreed to the above requirements:

Name \_\_\_\_\_ Date \_\_\_\_\_

<input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA	_____	_____	_____
		Credit Card	CVC	Expiration Date: Mo/Yr
Signature: _____		Date _____		
<input type="checkbox"/> The above billing address is the same as the credit card billing address.				

**Sales Contact: Kim Georgalos • (831) 595-6943**

1172 S. Main St., Salinas, CA 93901 • (831) 751-1678 Phone • (888) 751-2724 Fax • www.MBayKids.com