



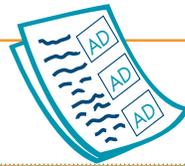
# Frederick's CHILD MEDIA KIT 2020



410.902.2300 | 301.230.2222  
FredericksChild.com

Please submit ad materials  
to your sales consultant





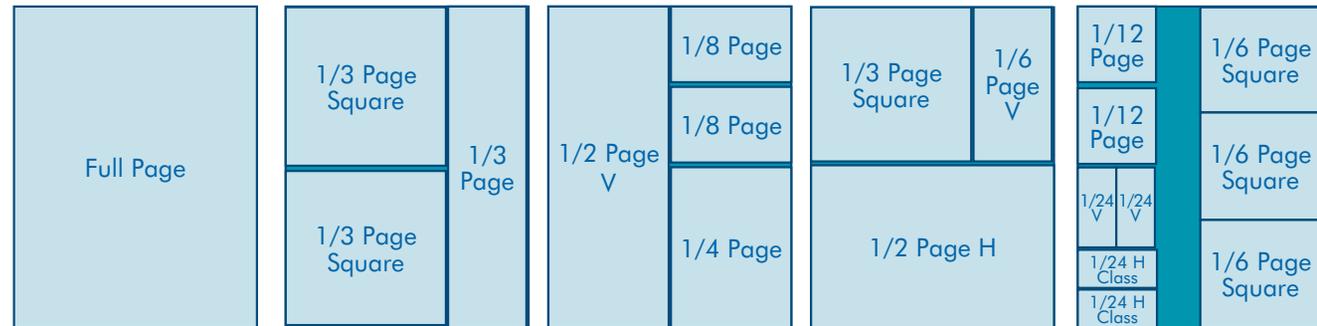
## ADVERTISING RATES

Size	Width x Height	1x	3x	6x
Front Cover	9.125 x 11.625 (Full page with bleed)	\$1500	\$1250	N/A
Glossy Back Cover	9.125 x 11.625 (Full page with bleed) 7.125 x 9.4375 (Full page/live area)	\$1352	\$1217	\$1082
Inside Front Cover Inside Back Cover	9.125 x 11.625 (Full page with bleed) 7.125 x 9.4375 (Full page/live area)	1242	1118	994
Full Page Premium	9.125 x 11.625 (Full page with bleed) 7.125 x 9.4375 (Full page/live area)	942	848	754
Full Page	9.125 x 11.625 (Full page with bleed) 7.125 x 9.4375 (Full page/live area)	827	772	716
1/2 Page Horizontal	7.125 x 4.625	472	439	405
1/2 Page Vertical	3.5 x 9.4375	472	439	405
1/3 Page Square	4.75 x 4.625	357	329	300
1/3 Page Vertical	2.25 x 9.4375	357	329	300
1/4 Page	3.5 x 4.625	254	234	214
1/6 Page Square	3.5 x 3.0625	242	223	203
1/6 Page Vertical	2.25 x 4.625	242	223	203
1/8 Page	3.5 x 2.25	151	139	127
1/12 Page	2.25 x 2.25	125	110	95

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## DISPLAY AD SIZES



### DEADLINES

The deadline for all advertising is the second Wednesday of each month.

### PRODUCTION NOTES

Camera-ready art accepted by email. Ask your sales representative for a current list of acceptable formats and production guidelines.





Kind	Size	Cost	Description
<b>Banner Ad 1</b> <b>Banner Ad 2</b> <b>Banner Ad 3</b>	330 pixels wide x 75 pixels high	<b>\$200/month</b> <b>\$200/month</b> <b>\$200/month</b>	Your ad appears at the top of the home page and all pages of our website above the masthead. Position one and two 100% share of voice (can be animated). Position three rotates up to three advertisers.
<b>Premium Jumbo Tile Ad</b>	300 pixels wide x250 pixels high	<b>\$699/month</b>	Jumbo tile ad appears as the tile at the top of the home page and all other pages throughout the website.
<b>Jumbo Leaderboard</b>	660 pixels wide x 95 pixels high	<b>\$600/month</b>	This leaderboard appears on the home page.
<b>Tile Ads</b>	300 x 250 pixels	<b>\$200/month</b>	Tile ad appears on the home page and all other pages throughout the website.
<b>In-Article Ad</b>	468 pixels wide x 60 pixels high	<b>1 month \$450/month</b> <b>3 months \$325/month</b> <b>6 months \$250/month</b>	These ads appear within an article on our website.
<b>Sponsored Articles and Link</b>	500 maximum words	<b>\$299/month</b> First month featured on the home page.	The article title is listed on our home page for one month under "Sponsored Articles" and remains on FredericksChild.com for six months.
<b>Video</b>	Max of 60 seconds	<b>\$399/month</b>	This is a video/virtual tour of your school or business. It appears on the home page.
<b>Web Package</b>	Adjustable	<b>\$699/year</b>	Enhance your listing with a live link to your website and make it stand out with a logo or artwork that attracts attention and a spotlight ad.
<b>Link and Logo</b>	Adjustable	<b>\$499/year</b>	Enhance your listing with a live link to your website and make it stand out with a logo.
<b>Digital Spotlight</b>	Adjustable	<b>\$250/year</b>	An advertorial listing with 55-65 words of copy and a photo.
<b>E-Newsletter Ads</b>	600 pixels wide x 90 pixels high	<b>\$200/per E-Newsletter</b>	Ads appears in our bi-monthly, 13,251 data base, newsletter. There is a top, middle and bottom position. E-news comes every Thursday
<b>Social Media Announcements</b>		<b>\$150/post</b>	
<b>E-Blasts</b>	600 pixels wide x 1115 pixels high	<b>\$400/E-Blast</b>	We use Delivra for our email blasts.*

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\*Must be JPG image, HTML or we can build it for you. HTML format: Client must supply the HTML. HTML page should be 600 pixels wide by unlimited depth. All images must be hosted by the client and embedded using full image path (i.e. http://sampledomain.com/images/Myimage.jpg). In-house build: Client must supply all images, text and links (URL's) for us to design the blast. Client should proof the text, as it will be copied and pasted as it was supplied to us. Client must supply a general layout. Because of how a web page appears is dependent on the end-user's computer, fonts used in these are very generic. Please choose Serif or San Serif only. You should supply the URL link and a subject line.



# ADVERTISING SPECIFICATIONS

## Print

### AD PREPARATION

All ads must be made with 100% Black, no rich Blacks. If color, ads must be CMYK with Black at 100%. Ink density should be 240 maximum. All ads must have a border around them.

### AD SUBMISSION

Digital files only, no film or prints accepted. Submitted files must be compatible with Macintosh OS.

No Windows or Publisher documents will be accepted. We accept the following:

Adobe PDF PREFERRED. All fonts embedded. 100% Black or CMYK process with Black 100%.

High Resolution/Press Quality optimized.

Adobe InDesign CC 2019 or earlier. All linked files and fonts.

Adobe Illustrator CC 2019 or earlier. 300dpi/CMYK, fonts converted to outlines.

Adobe Photoshop CC 2019 or earlier saved as psd file. 300dpi/CMYK or Grayscale. Any image saved as a Halftone should be 300 dpi and the input level changed to 240 (default in Photoshop is 255). Please check your darkest areas using the navigator/information levels in Photoshop. This will prevent the ink gain on the presses from spreading too much. No spot colors. All Blacks must be 100% black.

**UNACCEPTABLE FORMATS.** We will not accept ads in Microsoft Word or Publisher. If you are submitting text to be typeset by Frederick's Child, all images should be sent separately, not embedded in the Word file. Any fonts supplied by an advertiser on a PC must accept a substitute font.

## Online

### SPECIFICATIONS FOR DIRECTORY LOGOS

Directory Logos will appear above the advertiser's business name in the appropriate directories. Logos should be JPG or GIF files measuring 75 pixels high. Width will be proportional (400 pixels max). Frederick's Child can resize logos that are sent in a PDF, GIF or JPG file, if necessary.

### BANNER ADS ON FREDERICKSCHILD.COM

Banner Ads should measure 330 pixels wide by 75 pixels high  
Format: GIF or Animated GIF

### SPECIFICATIONS FOR TILE ADS ON FREDERICKSCHILD.COM

Size: Tile ads should measure 150 pixels X 150 pixels  
Format: GIF or Animated GIF file

### SPECIFICATIONS FOR SPONSORSHIP AD IN FREDERICK'S CHILD E-NEWS

Size: 600 pixels wide by 90 pixels high  
Format: JPG or GIF

### SPECIFICATIONS FOR FREDERICK'S CHILD E-BLAST

Size: 600 pixels wide x 1115 pixels high  
Format: JPG, GIF or HTML