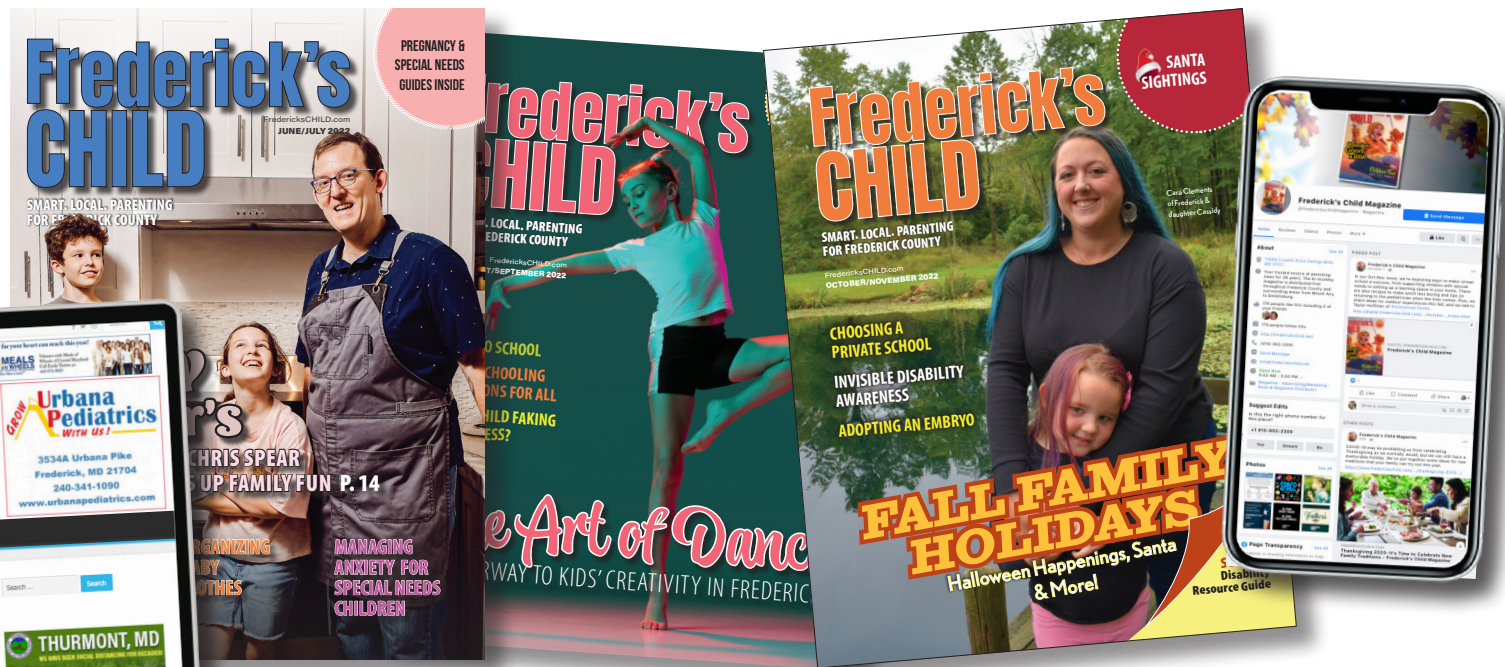



# Frederick's CHILD

## MEDIA KIT 2024

frederickschild.com



## TARGET PARENTS IN FREDERICK COUNTY

Print | Digital |   

p 301-230-2222, ext. 2 | advertising@frederickschild.com | frederickschild.com  
9200 Rumsey Road, Suite 215 | Columbia, MD 21045 | Please submit ad materials to ads@frederickschild.com

# Frederick's CHILD

Print & Digital Magazine

p 410-902-2300, ext. 2  
301-230-2222, ext. 2

advertising@frederickschild.com

**FredericksChild.com**

Please submit ad materials to your sales consultant



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410-902-2300, ext. 2 | 301-230-2222, ext. 2  
midatlanticmedia.com

## 2024 EDITORIAL CALENDAR



PUB DATE	THEME	DIRECTORIES	ADVERTORIAL FOCUS	SALES DEADLINE	CAMERA READY ADS DUE
<b>FEBRUARY/ MARCH</b>	Camps and Summer Programs Youth Arts   Education   Valentine's Day	Camps and Summer Programs, Education Guide Family Entertainment	School Open Houses Spotlight on Camps Camps	January 18	January 20
<b>APRIL/ MAY</b>	Health & Fitness/Sports   Easter & Passover   Pets Events   Party   Teachers of the Year, Mother's Day	Sports, Camp Party	Spotlight on Camps	March 15	March 17
<b>JUNE JULY</b>	Summer Fun with Expanded Calendar Pregnancy   Father's Day   Dental Health Special Needs	Pregnancy Guide Special Needs	Spotlight on OB/GYN & Pediatrics, Dentists/Orthodontists Spotlight on Special Needs	May 17	May 19
<b>AUGUST SEPTEMBER</b>	Back-to-School Education   The Arts   Dance   Theatre	Open House Dates, Back-to-School Guide, Medical, Aftercare Arts, Education Guide	Spotlight on Preschool	July 12	July 14
<b>OCTOBER NOVEMBER</b>	Private Schools   Halloween Happenings   Pets Mom Health   Resource Guide for Families of Children with Special Needs Preschool and Day Care   Santa Sightings Charitable Giving   National Adoption Month	Private Schools Open House Dates, Preschool and Day Care	Spotlight on Arts & Education Spotlight on Special Needs Spotlight on Preschool	September 13	September 15
<b>DECEMBER JANUARY</b>	Holiday Happenings   Gift Guide   Charitable Giving   Family Health   Camps   Indoor Fun <b>Readers' Choice</b>	Holiday Gift Guide Overnight Camps	School Open Houses Spotlight on Camps	November 15	November 17

*All themes subject to change.*

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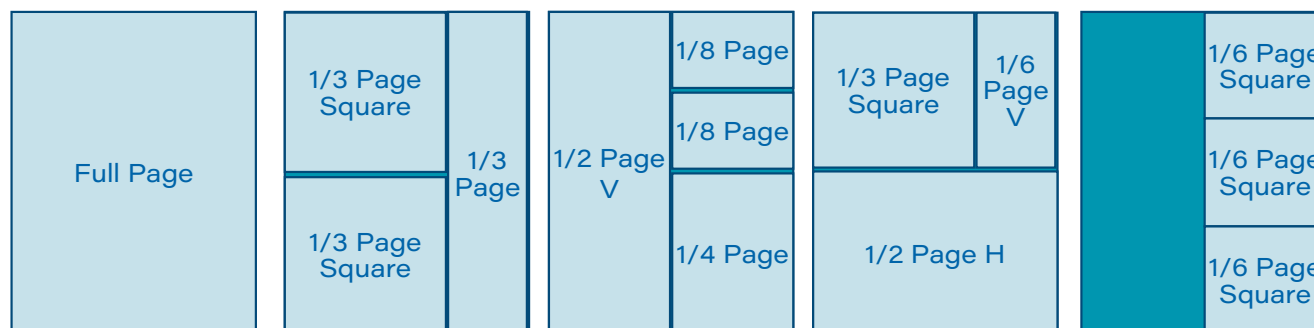
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## ADVERTISING RATES

Effective July 1, 2024

Size	Width" x Height	1x	3x	6x	ADD VIDEO	ADD SLIDESHOW
Glossy Back Cover	9.125" x 11.625" (Full page with bleed) 7.125" x 9.4375" (Full page/live area)	\$1575	\$1375	\$1275	\$500	\$250
Inside Front Cover Inside Back Cover	9.125" x 11.625" (Full page with bleed) 7.125" x 9.4375" (Full page/live area)	1375	1275	1175	500	250
Full Page	9.125" x 11.625" (Full page with bleed) 7.125" x 9.4375" (Full page/live area)	1075	975	875	500	250
1/2 Page Horizontal	7.125" x 4.625"	610	560	510	500	250
1/2 Page Vertical	3.5" x 9.4375"	610	560	510	500	250
1/3 Page Square	4.75" x 4.625"	475	450	425		
1/3 Page Vertical	2.25" x 9.4375"	475	450	425		
1/4 Page	3.5" x 4.625"	400	375	350		
1/6 Page Square	3.5" x 3.0625"	350	325	300		
1/6 Page Vertical	2.25" x 4.625"	350	325	300		
1/8 Page	3.5" x 2.25"	275	250	225		

## 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.

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## DIGITAL ADVERTISING rates

EFFECTIVE JAN. 1, 2024

### ONLINE ADVERTISING

#### WEBSITE ADS

##### JUMBO LEADERBOARD

994 pixels x 100 pixels

1 MONTH \$200

*Jumbo leaderboard appears on the home page.*

##### IN-ARTICLE ADVERTISING

468 x 60 pixels

1 MONTH \$450

3 MONTHS \$325

6 MONTHS \$250

*These ads appear within an article on our website.*

##### PREMIUM JUMBO TILE AD

300 pixels x 250 pixels

1 MONTH \$699

*Jumbo tile ad appears as the tile at the top of the home page and all other pages throughout the website.*

##### STANDARD TILE ADS

300 x 250 pixels

1 MONTH \$200

*Tile ad appears on the home page and all other pages throughout the website.*

#### ADDITIONAL WEBSITE OPTIONS

##### DIRECTORY LINK & LOGO

Adjustable size

1 YEAR \$499

*Logo, URL and description.*

##### DIGITAL SPOTLIGHT

Adjustable size

1 YEAR \$250

*Photo, 100 word write-up and contact information.*

##### WEB PACKAGE

1 YEAR \$699

*Includes both Directory Link & Logo and the Digital Spotlight.*

#### SPONSORED CONTENT

##### STORY

500 Maximum Words

1 MONTH \$299

*The article title is listed on our home page for one month under "Sponsored Articles."*

##### VIDEO

1 MONTH

Up to 60 seconds

\$399

#### PROGRAMMATIC AUDIENCE EXTENSION

##### ★ GOOD — 50,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location  
Keyword retargeting • Geo-fencing of up to 2 locations  
Publisher site retargeting — **\$600 per month**

##### ★★ BETTER — 75,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location  
Keyword retargeting • Geo-fencing of up to 4 locations  
Publisher site retargeting — **\$900 per month**

##### ★★★ BEST — 100,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 10 miles of your location  
Keyword retargeting • Geo-fencing of up to 5 locations  
Publisher site retargeting • Advertiser site retargeting (requires pixel placement) — **\$1,200 per month**

##### AD SIZES

320×50    300×50    300×250    728×90    160×600

*\*For a single business location only.*

*\*\*Client supplies five keywords for us to build from.*

*\*\*\*Geo-fencing can be competitor locations and/or ideal audience locations (parks, shopping centers, etc.)*

*\*\*\*\*Three-month campaign minimum*

#### SOCIAL MEDIA

FACEBOOK AND INSTAGRAM \$150/POST

*Image and short write-up.*

#### EMAIL MARKETING

##### ELETTER

600 x 90 pixels

TOP BANNER AD \$299

BOTTOM BANNER AD \$249

##### EBLAST\*

Width should not exceed 600 pixels wide or 1700 pixels in length

\$400

*To our opted-in database*

##### PREMIUM EBLAST

Width should not exceed 600 pixels wide or 1700 pixels in length

\$750

*30,000 targeted emails to Frederick-area parents with children pre-K to 8th grade.*

\*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.