

Parent's RESOURCE GUIDE



PHOENIX METRO EDITION

2012 MEDIA KIT

Publication Date: JANUARY 2012

Space Close: October 27th, 2011 Materials Close: November 3rd, 2011

Parent's RESOURCE GUIDE

**THE ONLY LOCAL PARENTING PUBLICATION THAT
GIVES YOUR AD BOTH PRINT AND ONLINE EXPOSURE
WITH A DIRECT LINK TO YOUR WEBSITE!**

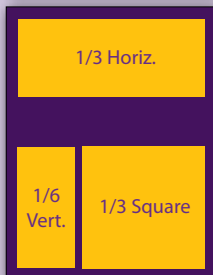
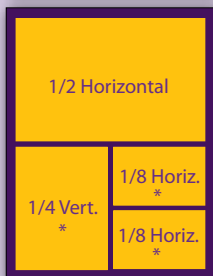
*Our information-packed printed version, with the most diverse distribution network of any local parenting publication, combined with the availability of the entire book for **FREE** on our website, will get your advertisement an estimated **400,000** or more combined exposure opportunities throughout the year!!*

PRG Quick Facts:

- Contains nearly 3,000 listings covering needs from cradle to college in one, easy to navigate publication and website.
- Exclusive 50-page Preschool/Child Care Guide listing detailed information on over 600 licensed facilities in Maricopa County.
- The most comprehensive collection of special needs resources in the area.
- PRG contains important information like the American Academy of Pediatrics First Aid/CPR/Choking Chart, local venue seating maps and various parent tips.
- PRG utilizes a multi-channel, diverse distribution to major corporations, municipalities, hospitals, real estate & relocation companies, preschools, bookstores, and more.
- Available in the reference section at 50+ area libraries.
- Referenced countless times throughout the year, our printed version offers multiple advertiser exposures.
- Parent's Resource Guide is kept long after its expiration date, extending the life of your ad, year after year.
- **parentsresourceguide.com** gets over 300,000 hits per year and growing every month.

THE ONLY COMPLETE LOCAL RESOURCE FOR
parents, grandparents, caregivers, educators, social workers,
counselors, real estate agents **and anyone**
associated with children and families
in the Phoenix metro area!

www.parentsresourceguide.com



* = 4 Color Only

Advertising Specifications:

NOTE: All dimensions are in *inches* and are displayed as *width x height*.

FINAL TRIM:	8.25 x 10.625
BLEED:	8.5 x 10.875
LIVE AREA:	7.25 x 9.625

4-Color Specifications & Rates:

FULL PAGE	\$4,120
Bleed	8.5 x 10.875
No Bleed	7.25 x 9.625
1/2 PAGE	\$2,884
Horizontal	7.25 x 4.70
Vertical	3.5 x 9.625
1/4 PAGE	\$1,751
Vertical	3.5 x 4.70
1/8 PAGE	\$962
Horizontal	3.5 x 2.225

Covers:

Back Cover	\$4,664
Inside Front/Back	\$4,452

ALL DISPLAY ADS:

Include a direct link to your Website!

Black & White Specifications & Rates:

FULL PAGE	\$2,575
Bleed	8.5 x 10.875
No Bleed	7.25 x 9.625
1/2 PAGE	\$2,008
Horizontal	7.25 x 4.70
Vertical	3.5 x 9.625
1/3 PAGE	\$1,545
Horizontal	7.25 x 3.00
Vertical	2.25 x 9.625
Square	4.75 x 4.75
1/6 PAGE	\$824
Horizontal	3.50 x 3.00
Vertical	2.25 x 4.70
1/9 PAGE	\$463
Vertical	2.25 x 3.00

Enhanced Listings:

50 word description **\$200**
PLUS website link

**High Resolution
PDF Files Preferred**

PRESCHOOL AD PACKAGES

Includes preschool ad (sizes listed below), FREE preschool listing, 20 FREE copies of PRG, & website link

SINGLE PACKAGE	\$489	DOUBLE PACKAGE	\$733
Horizontal	3.50 x 3.00	Horizontal	7.25 x 3.00

Advertising Production Rates:

Includes ad production from client-provided copy, photo, logos and instructions. Approval via fax or email proof. Minimum \$40 charge for ad updates.

Full Page	\$150	1/2 Page	\$110
1/3 Page	\$90	1/4 Page, <	\$70

Parent's RESOURCE GUIDE .com

Vertical Banner
125px x 240px

Square Button
125px x 125px

Need Production Service?

Contact PRG's
Production Partner:

LIONWOOD
VISUAL DESIGN

WWW.LIONWOODVISUAL.COM
602-413-0954

Animated Banner Ad
Production with your
identity and visuals for
only \$120 per size!

WEB ADVERTISING



PARENTSRESOURCEGUIDE.COM offers the best local forum to communicate your message to our highly-targeted audience – PARENTS & CHILDREN.

Our digital marketing campaign consists of our website, our Facebook page, and regular blasts to our mailing lists featuring our monthly Summer Getaway Giveaways and other exciting promotions. Your ad reaches more new people each day!

Parents come to our site looking for YOUR information. Highlight your business with a banner ad!

Benefits:

- Currently averaging over 20,000 hits a month
- Dedicated advertising space, not shared
- Effortless link directly to your website

Online Banner Advertising Specifications & Rates:

FREQUENCY	<u>6x</u>	<u>12x</u>
VERTICAL BANNER 125px x 240px	\$100 mo	\$75 mo
SQUARE BUTTON 125px x 125px	\$75 mo	\$50 mo

Required Formats:

72 DPI / RGB Mode

STATIC ADS: JPEG, GIF, PNG

ANIMATED ADS: GIF, SWF

File size must be less than 100K

Parent's RESOURCE GUIDE

Guide Distribution Network

Parent's Resource Guide reaches your target audience throughout the year in more ways than any other local family publication through our diverse, broad-based distribution network. Here's how we get your message out:

INTERNET - We have an aggressive marketing plan scheduled throughout the year that includes Facebook marketing, summer getaway giveaways and other exciting promotions. These efforts all drive traffic to our website parentsresourceguide.com further maximizing your exposure.

In addition to being able to purchase copies or sign up for a subscription to **PRG** on our website, the entire book is available to view at anytime online for **FREE** in PDF form. Your ad gets **UNLIMITED ONLINE EXPOSURE** all year long!

RETAIL outlets including Barnes & Noble Booksellers, Borders Books & Music and Bookstar. Prominent shelf position helps us draw attention and get picked up.

MUNICIPAL, CORPORATE and **HEALTH-CARE** locals like City of Chandler, SRP and Scottsdale Healthcare. A component of many employee benefit programs throughout the valley.

SPECIAL NEEDS and **NON-PROFITS** such as Gompers Habilitation, Southwest Human Development and Association for Supportive Child Care. Helping where the most help is needed.

EDUCATIONAL and **INSTRUCTIONAL** institutions including Maricopa Community Colleges and Salt River/Pima Indian Communities. Used as learning materials in many instructional classes.

REAL ESTATE and **RELOCATION** companies like Arizona Best Real Estate, Realty Executives and West USA Realty. Making the move a little easier for families relocating to the Phoenix area.

PRESCHOOLS & CHILD CARE CENTERS
Parent's Resource Guide is distributed to preschools and child care centers all through the Valley of the Sun.

**PARENT'S RESOURCE GUIDE -
REACHING YOUR TARGET AUDIENCE
MORE WAYS; MORE TIMES - ALL YEAR!**

www.parentsresourceguide.com

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