

Display Ad Sizes

1/6 Page (4 color included) \$344

Includes one listing, display ad and web site listing

1/3 Page (4 color included) \$643

Includes one listing, display ad and web site listing

1/2 Page (4 color included) \$889

Includes up to 5 listings, display ad and web site listing

2/3 Page (4 color included) \$1085

Includes up to 5 listings, display ad and web site listing

Full Page (4 color included) \$1520

Includes up to 5 listings, display ad, web site listing and 650 word article with headshot of expert.

No self promotion articles — generic, expert advice only.

(Write-up and photos provided by advertiser;

or we produce: write-up - \$125, photography - \$60)

Inside Cover, Front or Back (4 color included) \$1,824

Includes up to 5 listings, display ad, web site listing and 650 word article with headshot of expert.

No self promotion articles — generic, expert advice only.

(write-up and photos provided by advertiser;

or we produce: write-up - \$125, photography - \$60)

Back Cover (4 color included) \$1,976

Includes up to 5 listings, display ad, web site listing and 650 word article with headshot of expert.

No self promotion articles — generic, expert advice only.

(write-up and photos provided by advertiser;

or we produce: write-up - \$125, photography - \$60)

Kids Fall Activity/After School Guide

Purchase 1/6 ad or larger,

receive 75 word write-up (up to 4 lines of contact information), photo, one listing and a web site listing.

(write-up and photos provided by advertiser;

or we produce: write-up - \$125, photography - \$60)

Child Care Guide

Purchase 1/6 ad or larger,

receive 75 word write-up (up to 4 lines of contact information), photo, one listing and a web site listing.

(write-up and photos provided by advertiser;

or we produce: write-up - \$125, photography - \$60)

* Art Charges/Ad Production - \$50; No charge for Camera Ready ads

Listing Definitions

Listing \$95

Includes business name, telephone number, fax number, e-mail, web site, address including zip code, contact person and a 20 word description (\$1 per word for extra words) posted at www.danecountyparent.com.

Second Listing (additional category) \$40

Includes business name, telephone number, fax number, e-mail, web site, address including zip code, contact person and a 20 word description (\$1 per word for extra words) posted at www.danecountyparent.com.

All advertising content and appearance is subject to approval. *Dane County Parent* is not responsible for errors following proof approval.

Production Services/Requirements

- All images should be saved at: 300 dpi.
- We accept files from QuarkXpress 7.2, Illustrator CS2, Photoshop CS2, Acrobat 7.0. **We do not accept** MS Word, Pagemaker, InDesign or other programs other than those listed above.
- We accept the following file formats: JPEG, EPS, PDF, or TIFF (jpegs and tiffs only as photos not as ads with text).
- Black and white bitmap mode images, such as scanned logos, should be saved at: 600 dpi.
- Save all full-color photos/graphics or type as CMYK mode, not RGB.
- If you are working with Pantone or spot colors make sure they are also converted to CMYK.
- PDF Requirements: Before submitting a PDF, be sure to check for any graphics or type containing RGB, spot color or JPEG files. We can't make changes to text, colors, check photos or convert a color PDF to a black and white PDF. All changes must be made by the client in the native program used to create file.
- All fonts must have both screen and print versions and be usable on a Mac; no PC fonts.
- When coloring text, try to choose a sans serif or bold font at least 12 points in size.
- Warning: Any images using dpi less than required will not print as desired. For example, images from web sites (72 dpi) are of poor quality and will look blurry/fuzzy and jagged.
- Note: On glossy cover, a "rich black" color should be used to avoid a "washed out" appearance whenever large fonts, graphics, boxes or backgrounds are to print as black.

Production Charges:

Ad cost does not include in-house production fees. A fee of \$50 per hour, with a minimum fee of \$25, will apply to any ad designed in-house.

Payment Terms:

All new advertisers must pay in advance of printing. Payment due upon receipt of invoice. Interest charges are added to accounts past due. If payment is not received by deadline, ad will be pulled.

Policies:

No cancellations after closing date. Advertiser is liable for cost of ad space if artwork is not received by materials deadline.

— A D S I Z E S —

Full Page	7.25" w x 9.5" h	1/2 Page Horizontal	7.25" w x 4.625" h	1/6 Page Vertical	2.25" w x 4.625" h
2/3 Page Vertical	4.75" w x 9.5" h	1/3 Page Vertical	2.25" w x 9.5" h	1/6 Page Horizontal	4.75" w x 2.2" h
2/3 Page Horizontal	7.25" w x 6.25" h	1/3 Page Horizontal	7.25" w x 3.1" h	1/12 Page	2.25" w x 2.25" h
1/2 Page Vertical	4.75" w x 7.25" h	1/3 Page Square	4.75" w x 4.625" h	1/24 Page	2.25" w x 1" h

Space Deadline: Friday June 22, 2007 • Publication Date: Friday July 20, 2007