

ADVERTISING RATES

READER BASE 20,000 copies / 57,000 readership

COLOR All ads are four color

ADVERTISING RATES

	1X	3X	4-6X	7-9x	10x+
PREMIUM PAGES					
Back Cover	\$2,595	\$2,465	\$2,342	\$2,224	\$2,113
IFC/IBC	2,195	2,085	1,981	1,883	1,787
First five pages	2,045	1,942	1,841	1,753	1,665
2-pg Spread	2,975	2,828	2,687	2,552	2,425

INSIDE PAGES

Full Page	\$1,985	\$1,885	\$1,791	\$1,698	\$1,616
1/2	1,145	1,084	1,030	978	929
1/3	695	660	627	595	566
1/4	585	555	527	501	476
1/6	385	365	347	330	313

SIX MONTH FLEX CONTRACT: Sign up for a six-time contract and fulfill for any six months within a nine-month period!

AGENCIES AND NON PROFITS All rates are net and non-commissionable to advertising agencies. A 15% discount is available to non-profit organizations.

FREE BANNER ADS All full page advertisers with a contract of 3X or more get a free banner ad on www.bakidsmagazine.com for the length of their contract! Contact your sales representative for more details.

- One-time advertising is recommended for events or limited engagements only.
- All advertising includes a link to your site from www.bakidsmagazine.com and in the downloadable PDF version of the magazine.

SINGLE ZONE ADVERTISING RATES

	1X	3X	4-6X	7-9x	10x+
PREMIUM PAGES					
First five pages	1,535	1,488	1,444	1,398	1,359
2-pg Spread	2,385	2,308	2,237	2,172	2,107

INSIDE PAGES

Full Page	\$1,588	\$1,540	\$1,494	\$1,449	\$1,405
1/2	916	888	861	836	810
1/3	556	539	523	507	492
1/4	468	453	440	427	414
1/6	308	298	289	281	272

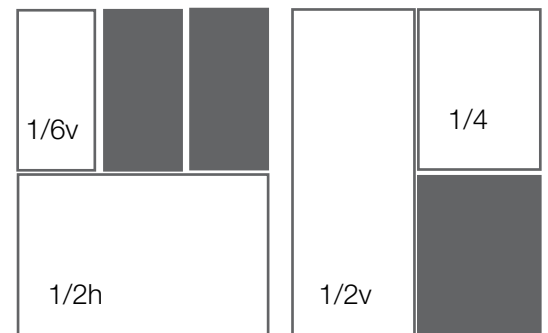
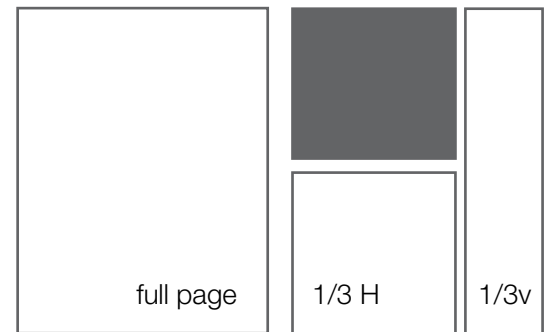
TWO ZONE PRICING: Advertise in any two zones for an extra 5%.

SIX MONTH FLEX CONTRACT: Sign up for a six-time contract and fulfill for any six months within a nine-month period!

- Zone rates available only to businesses dependent on limited geographic coverage (schools, learning programs and after school activities). Zone rates not available to national corporations, large businesses that provide products or services to the whole East Bay or Bay Area markets, online retailers, brand name manufacturers, mass consumer destinations (malls), and major chains or franchises. Contact your advertising representative for more specific details.
- Single zone advertisers are not eligible for non-profit discounts.

ADVERTISING SIZES

AD SIZES	W	H
Trim Size	8.375	10.875
Full page/bleed	8.625	11.125
Spread	17	11.125
Full page	7.375	9.875
2/3 V	5.1925	9.875
1/2 H	7.375	4.85
1/2 V	3.625	9.875
1/3 H	4.875	4.85
1/3 V	2.375	9.875
1/4	3.625	4.85
1/6	2.375	4.85



TECHNICAL SPECS

All art materials must be submitted as a PDF file (sent either via e-mail, downloadable from an FTP site, or on CD-ROM). Ensure that ALL fonts are embedded, colors are converted to CMYK, and overprinting is turned off. Bleeds must include .125" minimum bleed on all sides and registration marks placed at least .25" outside the trim edge. For best results, save PDF with presets set to "Press Quality" and "PDF/X-1a:2001." All ad materials must conform to SWOP standards. (see www.swop.org). Contact sales@bakidsmagazine.com for more information or with any questions.