



**Display Advertising Rates, Sizes & Available Discounts (Print):**

Since 2007, *North Shore Children & Families* is published monthly, 10x per year. We print 20,000 publications each month which are distributed at over 450 mom-frequented, family-friendly North Shore (North of Boston) locations. We are the largest distribution free parenting and family publication on the North Shore. Each current issue is also available online. We have over 50,000 parent readers each month in print alone, who have children of all ages, interests and needs – and who also have households and families with needs. We've got the North Shore covered!

**To advertise, please contact Suzanne Provencher, Publisher, at [suzanne@northshorefamilies.com](mailto:suzanne@northshorefamilies.com) or 781.584.4569.**

<b>AD SIZE</b>	<b>DIMENSIONS</b>	<b>OPEN RATE, 1-2X, NET</b>
Full Page/ Back Cover	10" wide x 11" tall	\$1,700
Full Page	10" wide x 11" tall	\$1,300
Full Page Profile <i>(includes writing, editing, production)</i>	10" wide x 11" tall	\$1,800
Half Page/Vertical	4.875" wide x 10.75" tall	\$750
Half Page/Horizontal	10" wide x 5.125" tall	\$750
Quarter Page	4.875" wide x 5.375" tall	\$500
Eighth Page/Vertical	2.375" wide x 5.375" tall	\$400
Eighth Page/Horizontal	4.875" wide x 2.5" tall	\$400

**Regular Annual Advertising Frequency Discounts:**

Run 3-5 display ads per year – save 5%.

Run 6-9 display ads per year – save 10%.

Run in all 10 issues in a year – save 15%.

**3x "Try Us!" Program for New Advertisers:**

Run a display ad in 3 consecutive issues, new advertisers save 10%.

### ***Annual Planner Program for Schools:***

Run 6-9 ads per year – schools save 15%.

Run in all 10 issues in a year – schools save 20%. And if all 10 ads are ¼ page or larger, you will earn the full-page education editorial feature bonus for your school (\$1,800 value).

### ***Advertising Space Reservation Deadlines & Production Specifications:***

If you require ad production assistance, please reserve your ad space and submit your ad materials by the 12<sup>th</sup> of each month prior to the issue you wish to appear in. Ad production is available for our advertisers at no additional charge.

If you do not require ad production assistance, simply secure your ad space by the 15<sup>th</sup> of each month prior – then submit your completed ad by the 17<sup>th</sup> of the month prior. For completed display ads that do not require our production assistance, advertisers may submit an exact size, high resolution (300 dpi) PDF with color settings in the CMYK format and 100% black settings for optimal reproduction on newsprint.

To see our actual monthly deadlines, please see the current issue in print or online.

### ***Ad Placement:***

Guaranteed placement requires a 25% surcharge if the requested position is available. All attempts will be made to honor ad placement requests at no additional charge, however no guarantee is offered or implied without this surcharge fee. Subject to availability and Publisher approval.

### ***Annual Summer Camps & Programs Showcase Series:***

Please contact Suzanne for rates, sizes & available discounts. Our Summer Camps & Programs Showcases appear 5x per year in our February, March, April, May and Summer (June/July) issues.

### ***Online Advertising Rates & Information:***

Please contact Suzanne for online advertising rates and options.

### ***Advertising Contact:***

Suzanne Provencher: [suzanne@northshorefamilies.com](mailto:suzanne@northshorefamilies.com) or 781.584.4569

***We've Got the North Shore Covered – Since 2007!***