

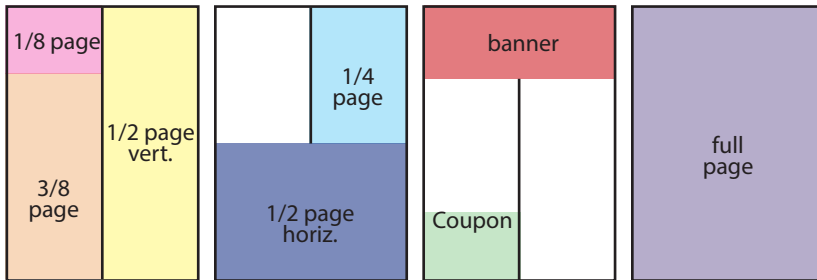
**NEW!**

**NOW ON  
4-Color  
Glossy!**

Total Distribution 30,000

# BabyGuide

## Rates, Sizes & Specifications



### If you plan to create/send your ad/images, they must conform to the following specifications:

Please send your file as high-resolution acrobat PDF or EPS file. Please frame your ad. Make sure pictures are embedded. Please include fonts or create outlined type. Images preferably in PDF, PSD, EPS, TIF or high resolution JPG/JPEG format, CMYK images. Images must be large, of high quality and meet or exceed 5" x 5" at 300dpi. Preferably no scanned images or photo of printed images, NO WEB IMAGES. Preferred programs are CS6(InDesign, Photoshop or Illustrator.) 3 changes allowed for ad design – a \$50/hour graphic service fee will be applied after that. Follow these guidelines for the best quality production of your ad.



### Ad Sizes - Final Booklet Size is 5.875" w x 10.25" h

1/8 and Coupon are 2.375" w x 2" h	\$350	Inside Front or Inside Back Cover	
1/4 is 2.375" w x 4.25" h	\$550	Full Page is 5.125" w x 9.5" h	
Banner is 5.0625" w x 2" h	\$550	trim is 5.875" w x 10.25" h (bleed is 6" w x 10.5" h)	
3/8 is 2.375" w x 6.5" h	\$750	Bleed Live Area is 5.125" w x 9.5" h	\$1875
1/2 horizontal is 5.0625" w x 4.25" h	\$800	Back Cover	
1/2 vertical is 2.374" w x 8.75" h	\$800	Full Page is 5.125" w x 9.5" h	
Full Page is 5.0625" w x 8.75" h		trim is 5.875" w x 10.25" h (bleed is 6" w x 10.5" h)	
trim is 5.875" w x 10.25" h (bleed is 6" w x 10.5" h)		Bleed Live Area is 5.125" w x 9.5" h	\$3000
Bleed Live Area is 5.0625" w x 8.75" h	\$1073		

## Deadlines

Space Reservation: **August 8th**      Materials Due: **August 12th**      Distribution: **August 26th, 2016**

We accept:



If files are over 5 MB, please place file on our ftp site (call for details) or ship cd/dvd to the address below. If files are under 5 MB, e-mail a compressed file (.sit or .sea), to [ads@familytimemagazine.com](mailto:ads@familytimemagazine.com).