



2017 Web, eNewsletter & ESS SPECIFICATIONS

Note: File format: jpg, gif or png file. File size must be less than 200KB. Flash files will not show on mobile devices. Send ads to: Production Manager Tina Gerami-Bynum, tina@RAKmagazine.com.

WEBSITE

Leaderboard: 728w x 90h pixels, 72 dpi
Tile: 300w x 250h pixels, 72 dpi

ROS (run of site), no placement secured. Client must specify month(s) ad will run. Full contract payment required in advance. Materials due on the 15th prior to scheduled month.

eNEWSLETTER

250w x 250h pixels, 72 dpi

Positions 1-5. Sent every Thursday. Space available on a first-come, first-served basis. Client must specify run date upon placement. Materials due one week before scheduled date.

ESS

600w x 800h pixels, 72 dpi

Client must specify date upon placement. Date confirmed based on availability. One ESS scheduled per week—Thursdays not available. Materials due two weeks before scheduled date.

RAISING ARIZONA KIDS

5229 N 7th Ave #102, Phoenix, AZ 85013-1974
Phone: 480-991-KIDS (5437) • Fax: 480-991-5460
advertising@RAKmagazine.com
www.raisingarizonakids.com

Website

The screenshot shows the RAISING ARIZONA KIDS website interface. At the top is a 'Leaderboard' section. Below it is a navigation menu with categories like 'ABOUT US', 'THINGS TO DO', 'MESSAGES', 'ARTICLES', 'MULTIMEDIA', 'CONTACT', and 'SUPPORT CENTER'. The main content area features a 'Youth sports' article with a photo of a child. Below this is an 'ARTICLES' section with several article tiles, each with a small image and a title. At the bottom, there is a 'RECENT ISSUES' section displaying a grid of magazine covers. A 'CONNECT WITH US' section with social media icons is also visible.

Tile

Tile

Tile

Tile

eNewsletter

The screenshot shows the RAISING ARIZONA KIDS eNewsletter layout. It features a header with the RAK MAGAZINE logo and a date 'Thursday, March 9, 2017'. The main content area is divided into several article tiles. The first tile is titled 'Some of our favorite pies from Camp Fair AZ' and includes a photo of a child playing a violin. The second tile is 'Help break the world record for the longest LEGO bridge!' with a photo of a large LEGO bridge. Other tiles include 'Super Six to start Run to Fight Children's Cancer' and 'Welcome spring with a night out'. Each tile has a 'Learn More' link.

1st Position

2nd Position

3rd Position

4th Position

5th Position

Exclusive Sponsor Spotlight

The screenshot shows the Exclusive Sponsor Spotlight section. At the top is the RAISING ARIZONA KIDS logo with the tagline 'real families | real stories | real life'. Below the logo is a large, empty rectangular area labeled 'Sponsored message:' and 'ESS'. At the bottom of the section, there is a row of social media icons for Facebook, Twitter, YouTube, and Instagram. Below the icons is the text: 'This email was sent to: %Name%@%Email% View this email as a web page. RAISING ARIZONA KIDS Magazine 8229 N. Seventh Ave. #102 • Phoenix, AZ 85013 Unsubscribe | Update Profile | Forward to a Friend'.