



# 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', 'MESSAGE', 'ARTICLES', 'MULTIMEDIA', 'CONTACT', and 'SUPPORT US'. 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 headline. 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. It features a header with the RAK MAGAZINE logo and a date 'Thursday, March 9, 2017'. The main content area includes several articles with images and headlines, such as 'Some of our favorite pies from Camp Fair AZ', 'Help break the world record for the longest LEGO bridge!', 'Super Six to start Run to Fight Children's Cancer', 'Welcome spring with a night out', and 'Enjoy an uplifting family weekend'. To the right of the articles is a vertical column of five rectangular boxes, each labeled with a position number from 1st to 5th, representing ad spots.

1st Position

2nd Position

3rd Position

4th Position

5th Position

## Exclusive Sponsor Spotlight

The screenshot shows the Exclusive Sponsor Spotlight section. It features a large rectangular area labeled 'Sponsored message' with a large 'ESS' in the center. Below this area is a row of six small magazine cover thumbnails. At the bottom, there is a footer with contact information for RAISING ARIZONA KIDS Magazine, including the address '8229 N. Seventh Ave. #102 • Phoenix, AZ 85013', and social media icons for Facebook, Twitter, YouTube, and Instagram.