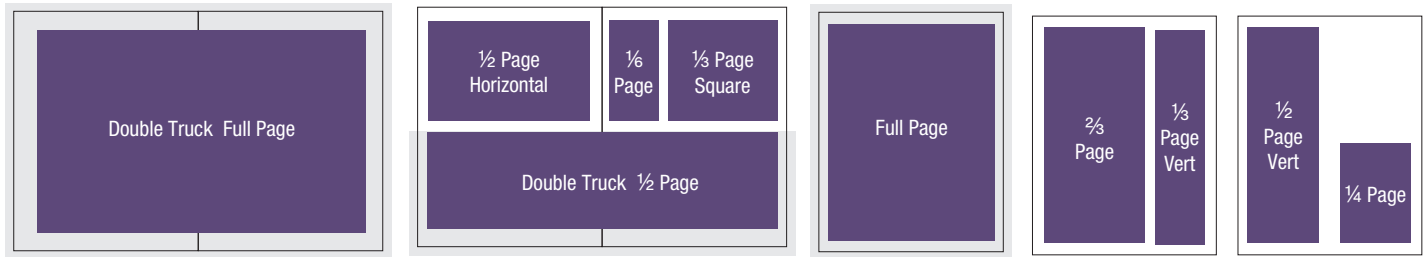


Raising AZ Kids Print Specifications



- Double Truck full page, no bleed
- Double Truck full page with bleed
- Double Truck 1/2 page, no bleed
- Double Truck 1/2 page with bleed
- Full page, no bleed
- Full page with bleed

Print ad sizes	Trim	Live area	Finished size
Double truck full page with bleed	16.75" x 10.875"	15.275" x 9.875"	17" x 11.125"
Double truck full page, no bleed	15.275" x 9.875"		15.275" x 9.875"
Double truck 1/2 page with bleed	16.75" x 5.25"	15.275" x 4.375"	17" x 5.625"
Double truck 1/2 page, no bleed	15.275" x 4.75"		15.275" x 4.75"
Full page with bleed	8.375" x 10.875"	7.365" x 9.875"	8.625" x 11.125"
Full page, no bleed	7.365" x 9.875"		7.365" x 9.875"
2/3 page vertical	4.75" x 9.75"		4.75" x 9.75"
1/2 page horizontal	7.25" x 4.75"		7.25" x 4.75"
1/2 page vertical	3.5" x 9.75"		3.5" x 9.75"
1/3 page square	4.75" x 4.75"		4.75" x 4.75"
1/3 page vertical	2.25" x 9.75"		2.25" x 9.75"
1/4 page vertical	3.5" x 4.75"		3.5" x 4.75"
1/6 page vertical	2.25" x 4.75"		2.25" x 4.75"

MONTH/MATERIALS DEADLINES:

- February: Jan. 3, 2020
- March: Jan. 29, 2020
- April: Feb. 26, 2020
- May: April 1, 2020
- June/July: April 29, 2020
- August: July 1, 2020
- September: July 29, 2020
- October: August 26, 2020
- November: September 30, 2020
- December 2020/January 2021: Oct. 28, 2020
- 2020 Schools, etc.: Dec. 4, 2019

Note: Print ads should be sent as a CMYK (300 dpi) PDF file with all graphics, photos and fonts embedded. Images and colors must be CMYK process colors only. Send ads to: Production Manager Tina Gerami-Bynum: tina@RAKmagazine.com. We cannot guarantee the results of files not sent as specified. RAK PDF job option available upon request for Adobe software. Files may be uploaded to our FTP site.

Raising AZ Kids Digital Specifications

Our weekly eNewsletter and Exclusive Sponsor Spotlight messages are a great way to reach local families. They are sent to more than 17,000 email addresses. Our Wednesday eNewsletter features weekend family events and new website content, including timely parenting stories. Plus raisingarizonakids.com has new content daily and a monthly average of 66,000 active readers!

WEBSITE

Leaderboard

Leaderboard Ad
1456w x 180h pixels (Mobile site: Tile)

Homepage Slider

Ad area

Homepage Slider Ad
900w x 450h pixels

Homepage/Calendar

Home Page ad or Calendar Page ad
900w x 110h pixels (Mobile site: Tile)

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.

Tile

Tile Ad
300w x 250h pixels

eNEWSLETTER

eNewsletter ad

600w x 250h pixels
[positions 1,2 or 3]

eNewsletter is sent every Wednesday. Client must specify run date upon placement. Space and position available on a first-come, first-served basis. Materials due one week before scheduled date.

EXCLUSIVE SPONSOR SPOTLIGHT

ESS

600w x 800h pixels

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

Notes: File format: jpg, gif or png file. File size must be less than 400KB and 72 dpi. Flash files will not show on mobile devices. Send ads to: Production Manager Tina Gerami-Bynum, tina@RAKmagazine.com.