

# Madison with **KIDS**

## activity guide

Preschool Life, LLC ▪ PO BOX 259968 ▪ Madison, WI 53725 ▪ (608) 288-8494 ▪ e-mail: kelly@madisonwithkids.com

Promote Your Business in Dane County's Popular Family-Friendly Guide!

NEXT PUBLICATION:  
**DECEMBER 2014 | WINTER/SPRING**

**\*IMPORTANT DEADLINES\***

<b>NOVEMBER 5<sup>TH</sup></b> Print-Ready Ad's Due   Final Cut Off	<b>NOVEMBER 24<sup>TH</sup></b> Payment Due for 10% Discount
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COST	AD SIZES	DIMENSIONS
See reverse for ad creation assistance/cost.	2-column or 3-column layout	Width x Height (Inches) Must be exact size.
<b>\$280</b>	1/12 Page	2.4 x 2.225 (appears as small square)
<b>\$340</b>	1/8 Page	3.7 x 2.225 (larger than business card)
<b>\$460</b>	1/6 Page	2.4 x 4.65 (vertical rectangle)
<b>\$540</b>	1/4 Page	3.7 x 4.65 (vertical layout)
<b>\$640</b>	1/3 Page	5.0 x 4.65 (large "square") 2.4 x 9.5 (column)
<b>\$840</b>	Half-Page	3.7 x 9.5 (vertical) 7.6 x 4.65 (horizontal)

Subtract 10%  
if paid/postmarked  
by Nov 24th!

<b>\$1,150 or \$950*</b> *\$950 magazine only	Full Page [package offer]	Includes web banner (you provide) placed at top/header of a popular page x 12 months.
<b>\$1,450 or \$1,250*</b> *\$1,250 magazine only	Inside Cover [package offer]	Includes web banner (you provide) placed at top/header of 2 popular pages x 12 months
<b>\$2,150 or \$1,750*</b> *\$1,750 magazine only	Back Cover [package offer]	Includes web banner (you provide) placed at top/header of HOME PAGE + 2 other pages x 12 months
Full page display ad's include web banner on MadisonWithKids.com. Please inquire to confirm availability, bleed/dimensions, and website banner options and acceptable file types.		

CIRCULATION:  
 15,000 print copies distributed (Dec - April) + online (endless distrib)

[MadisonWithKids.com](http://MadisonWithKids.com)

# "The Family-Friendly Guide to the Greater Madison Area"

## About/History

Madison with Kids Activity Guide is a resource magazine and website, created by Preschool Life, LLC – known for the creation and distribution of eleven issues of *Preschool Life* since 2008. *Preschool Life* was a full-color newsletter (or "mini-magazine") with each issue reaching nearly 8,000 families in the greater Madison area via 70+ daycares and preschools, and available at libraries and activity centers. Several businesses advertised in *Preschool Life* as many as nine and ten times because they recognized and witnessed its popularity among parents.

Both publications aim to deliver practical "life with kids" tips, information and resources for parenting life, while highlighting local family-friendly attractions and activities!

The 1<sup>st</sup> annual Madison with Kids guide was launched in 2011, as a bright, glossy and colorful, 32-page magazine and was met with significant interest in the community. Nearly 20,000 copies of the (formerly) annual publication flew off the shelves from more than 100 high parent traffic locations around Dane County, ranging from activity centers and coffee shops to libraries and childcare centers. After another successful annual issue in 2012, the magazine was re-launched as a now semi-annual "activity guide" in May, 2014.

## Distribution Sites

Madison with Kids Activity Guide is a niche publication and finds its way into the hands of the most appropriate audience with no wasted copies. Magazines are only picked up by interested readers - those with a community/youth-related interest. Magazines can be found at nearly 100 high parent-traffic sites throughout Dane County, listed in order of quantity/emphasis:

- **Libraries**
- **Activity centers & busy hair salons**
- **Locally-owned grocery stores**
- **Several clinics, preschools, book stores, coffee shops & more**
- **Visitors and new residents (guests at local hotels & clients of relocation realtors)**

## AD CREATION & SUBMISSION

### If you need your ad created

Pushing 7 provides the layout & design of Madison with Kids Activity Guide, and has designed high-quality, eye-catching advertisement for several businesses in the 2011 & 2012 guides. Madison with Kids can arrange for your ad creation by a talented artist from Pushing 7 at the rates listed below. Contact Kelly at (608) 288-8494 or [kelly@madisonwithkids.com](mailto:kelly@madisonwithkids.com) to discuss your needs.

### Cost for Ad Creation

Ad Size: 1/12, 1/8, 1/6 = **\$75**

Ad Size: 1/4, 1/3, 1/2 = **\$125**

Full Page: **\$250**

Logo creation is additional cost if your ad requires creation or custom duplication of your business logo.

### Submission Guidelines

**All ad's are full-color/4-color.** Digital ad materials should be submitted at a minimum of **300 dpi** resolution, and with color set to **CMYK**. Please submit materials in one of these file types (in order of preference):

- Press-ready PDF file will all fonts embedded (we cannot use pdf files that have been prepared for use on the web).
- Adobe Photoshop CS5 or lower (PC) TIF file with all fonts embedded.
- Adobe Illustrator CS5 or lower (PC) file with all fonts