

2009 rate card



JUST THE FACTS

Circulation	36,000 75% subscribers / 25% newsstand
Frequency	Quarterly
Price	\$19.95/year • \$5.95/single copy

DATES AND DEADLINES

Issue	Reservation date	Artwork due	Publication Date
Winter 2009	September 30	October 14	November 27, 2008
Spring 2009	January 14	January 22	February 26, 2009
Summer 2009	March 31	April 21	May 28, 2009
Fall 2009	June 30	July 16	August 26, 2009

ARTWORK REQUIREMENTS

PDF files are preferred. Files must be press optimized (300 dpi, CMYK) with fonts embedded. The file dimensions must be the same size as the ad you are submitting. For full page ads with bleeds, please allow for 1/4 inch trim and include crop marks in the PDF file.

To submit: Files can be emailed to advertising@brainchildmag.com. If necessary, files on CD can be mailed to P.O. Box 714, Lexington, VA 24450.

BRAIN,CHILD can design your ad for an additional fee. Call for rates.

MARKETPLACE ADS

Ads consist of a small product image and up to 55 words of ad copy, in our special Marketplace format. See brainchildmag.com/advertise for Marketplace submissions instructions.

ONLINE ADS

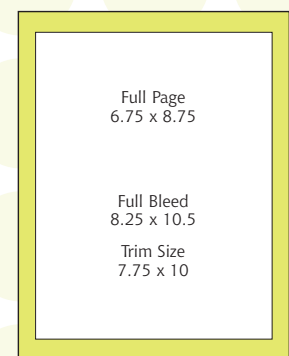
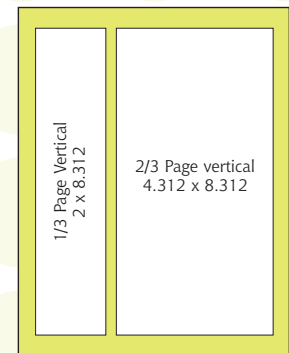
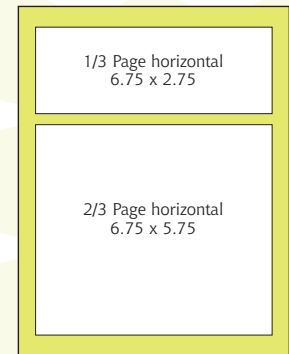
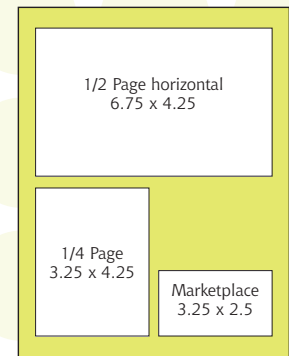
For online advertising rates and details, see brainchildmag.com/advertise.

ADVERTISING RATES

	4 color	1x	2x	4x
Full page	\$1995	\$1780	\$1600	\$1600
2/3 page	\$1535	\$1380	\$1230	\$1230
1/2 page	\$1060	\$960	\$850	\$850
1/3 page	\$795	\$720	\$640	\$640
1/4 page	\$665	\$600	\$535	\$535
Marketplace	—	\$330	\$275	\$275
Covers				
Back cover	\$2660	\$2540	\$2420	\$2420
Inside front	\$2300	\$2180	\$2120	\$2120
Inside back	\$2180	\$2055	\$1995	\$1995
B/W				
Full page	\$1330	\$1190	\$1065	\$1065
2/3 page	\$1030	\$880	\$825	\$825
1/2 page	\$725	\$660	\$605	\$605
1/3 page	\$605	\$545	\$485	\$485
1/4 page	\$455	\$420	\$395	\$395

CONTACT INFORMATION

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All dimensions are in inches, width x height

BRAIN,CHILD