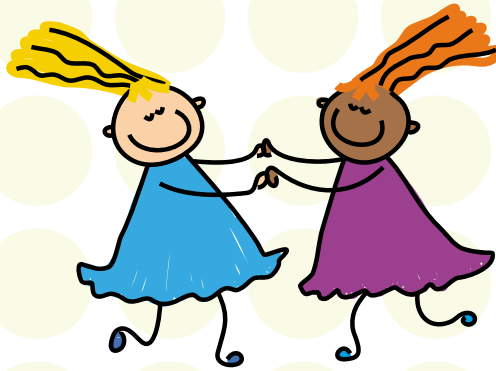


2010 rate card



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 2010	September 30	October 14	November 18, 2009
Spring 2010	January 14	January 22	February 26, 2010
Summer 2010	March 31	April 21	May 28, 2010
Fall 2010	June 30	July 16	August 26, 2010

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.

Brain,Child can design your ad for an additional fee. Call for rates.

ARTWORK SUBMISSION

Files can be e-mailed to advertising@brainchildmag.com. If necessary, files on CD can be mailed to P.O. Box 714, Lexington, VA 24450. On-line transmission sites are also an option. Contact us for more information.

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

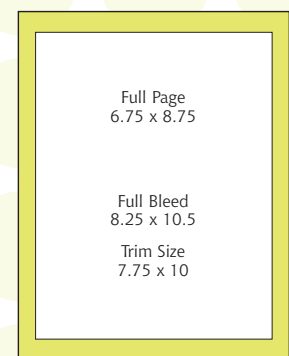
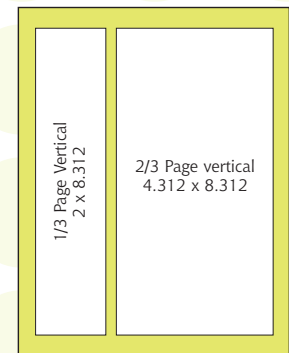
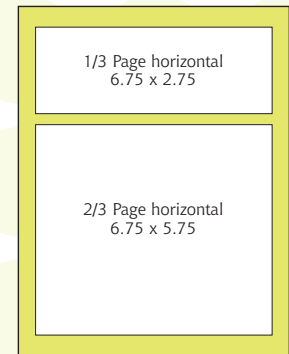
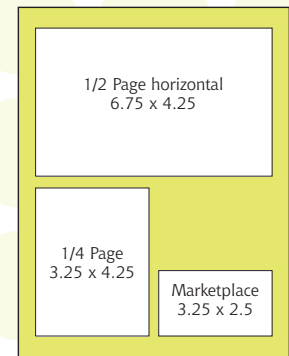
For online advertising rates and details, see brainchildmag.com/advertise.

ADVERTISING RATES

	4 color	1x	2x	4x
Full page	\$2195	\$1960	\$1760	
2/3 page	\$1690	\$1520	\$1350	
1/2 page	\$1220	\$1055	\$935	
1/3 page	\$875	\$790	\$695	
1/4 page	\$730	\$660	\$590	
Marketplace	—	\$345	\$285	
Covers	1x	2x	4x	
Back cover	\$2930	\$2795	\$2660	
Inside front	\$2530	\$2400	\$2330	
Inside back	\$2400	\$2260	\$2190	
B/W	1x	2x	4x	
Full page	\$1465	\$1310	\$1170	
2/3 page	\$1135	\$970	\$905	
1/2 page	\$795	\$725	\$665	
1/3 page	\$665	\$600	\$535	
1/4 page	\$490	\$460	\$435	

CONTACT INFORMATION

Ruth Cleaveland Candler
Advertising Sales Director
P.O. Box 714, Lexington, VA 24450
ruth@brainchildmag.com
(877)504-6667



All dimensions are in inches, width x height

BRAIN,CHILD