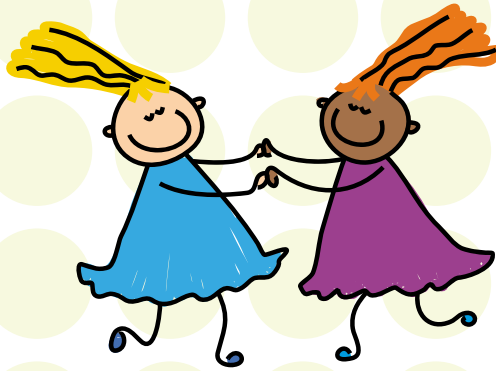


2008 rate card



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 2008	September 27	October 11	November 27, 2007
Spring 2008	January 10	January 17	February 26, 2008
Summer 2008	March 27	April 14	May 28, 2008
Fall 2008	June 27	July 10	August 26, 2008

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 submission instructions.

ONLINE ADS

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

ADVERTISING RATES

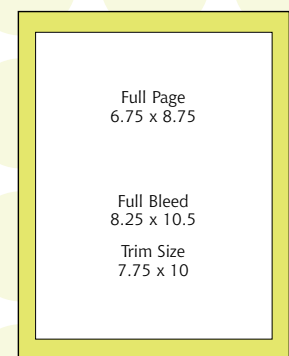
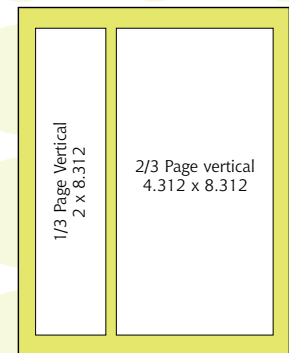
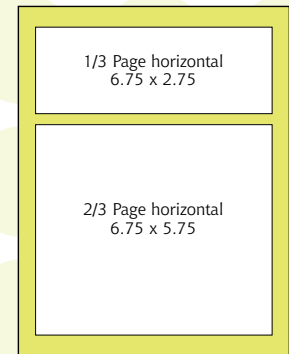
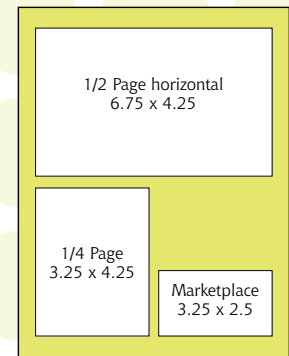
4 color	1x	2x	4x
Full page	\$1815	\$1635	\$1455
2/3 page	\$1395	\$1255	\$1120
1/2 page	\$965	\$870	\$775
1/3 page	\$725	\$655	\$580
1/4 page	\$605	\$545	\$485
Marketplace	—	\$300	\$250

Covers	1x	2x	4x
Back cover	\$2420	\$2310	\$2200
Inside front	\$2090	\$1980	\$1925
Inside back	\$1980	\$1870	\$1815

B/W	1x	2x	4x
Full page	\$1210	\$1090	\$970
2/3 page	\$935	\$800	\$750
1/2 page	\$660	\$600	\$550
1/3 page	\$550	\$495	\$440
1/4 page	\$415	\$385	\$365

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