

MAGAZINE ADVERTISING

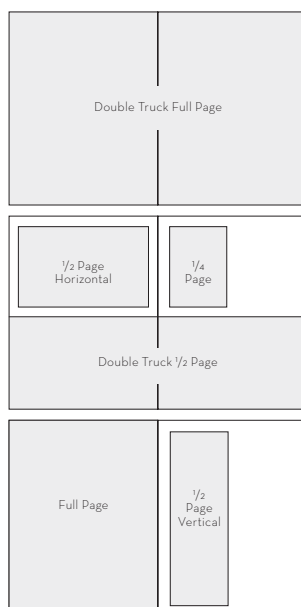
Ads should be CMYK (300 dpi) jpg, tif or PDF file. PDF files must have all graphics, photos and fonts embedded. Images and colors must be CMYK process colors only. Send ads to: ads@RAKmagazine.com

All rates are NET of agency commission and do not include sales tax. Add 20% for guaranteed position.

Printer's Note:

There is an issue with 3 Windows fonts (Kalinga, Kartika and Segoe). These will produce unexpected results. Please avoid using this font or be sure to outline them.

Bleeds: Add .25" to all four sides. No crop marks or they must be offset .25" outside of the bleed area. Do not exceed an ink density of 360.



Rates	Ad Sizes	Trim	Live Area	Size Bleed
\$4,000	Double Truck Full Page	16.75" x 10.875"	15.75" x 9.875"	17.25" x 11.375"
\$2,500	Double Truck Half Page	16.75" x 5.375"	15.75" x 4.375"	17.25" x 5.875"
\$2,500	Full Page (\$3,000 Preferred placement)	8.375" x 10.875"	7.25" x 9.75"	8.875" x 11.375"
\$1,500	Half Page Horizontal	7.25" x 4.75"	7" x 4.5"	N/A
\$1,500	Half Page Vertical	3.5" x 9.75"	3.25" x 9.5"	N/A
\$900	Quarter Page Vertical	3.5" x 4.75"	3.25" x 4.5"	N/A
Sponsored Content				
\$3,500	Full Page Advertorial, Online Article & eNewsletter Teaser Share your message with a print ad/article and online article (450 words), photos, and company logo. Online article includes a live URL link. Plus, the online article will be included in an eNewsletter with a link to the online article.			

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Website: 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.

eNewsletter: Available on a first-come, first-served basis. Must specify run date upon placement. Materials due a week before scheduled date.

ESS (Exclusive Sponsor Spotlight): eNewsletter with your message to our list of readers. Must specify date upon placement. Date confirmation based on availability. Materials due two weeks before scheduled date.

ESS Plus: One-time messaging to a hyper-targeted geographic/demographic. Must specify date upon placement. Date confirmation based on availability. Materials due two weeks before scheduled date.



View examples of our
DIGITAL MEDIA!
raisingarizonakids.com/media-samples

Rates	Website Marketing	Sizes
\$500/week	Billboard (Mobile site: Tile ad)	1456w x 180h pixels
\$1000/week	Pop Up Ads (Mobile site: Tile ad)	Sizes vary
\$1,000/month	Calendar Page Leaderboard (Mobile site: Tile ad)	900w x 110h pixels
\$600/month	ROS Leaderboard (Mobile site: Tile ad)	900w x 110h pixels
\$1,600/month	Calendar Page Double Tile	300w x 500h pixels
\$800/month	ROS Double Tile (Run of Site)	300w x 500h pixels
\$1,000/month	Calendar Page Tile	300w x 250h pixels
\$600/month	ROS Tile	300w x 250h pixels
\$350/week	Featured Calendar Event Attention-grabbing top-of-page description, photo and live URL	
\$1,200	Online Advertorial & eNewsletter Teaser Share your message with an online article, photos, company logo and live URL. Plus, be included in one eNewsletter.	
Starting at \$1,000/week	Video Advertisement Video ad from a YouTube, Vimeo, or raw video file URL. Text, photo and logo may also be supplied.	
Rates	eMail Marketing	Sizes
\$600/per send	eNewsletter Tile (Positions 1, 2 or 3)	600w x 250h pixels
\$350/per send	eNewsletter Half Tile (Positions 1 or 2)	300w x 250h pixels
\$1,000/per send	ESS Share your message with our readers.	600w x 800h pixels.
Based on size of target audience	ESS Plus One-time messaging to hyper-targeted geographic/demographic data.	600w x 800h pixels