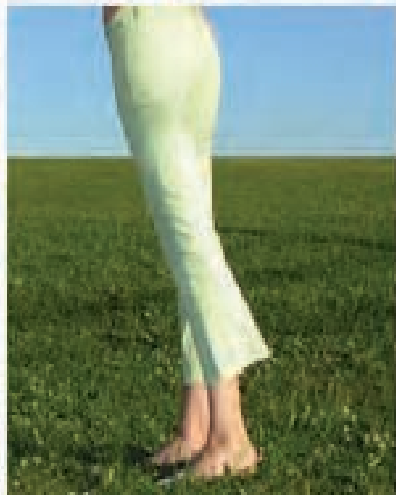
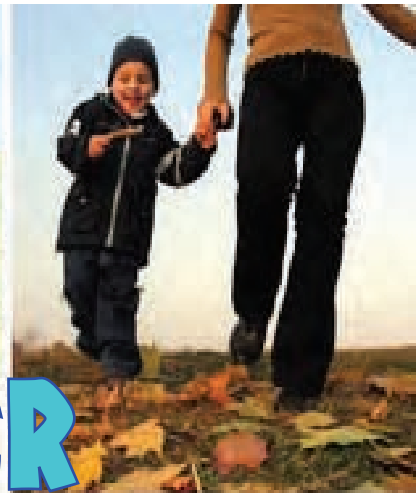


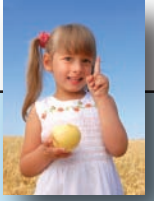
AmeriKidz

Media Kit and Ad Specs





The Orange County & Temecula Valley Family Resource Guide



What sets us apart

AmeriKidz is the only magazine of its kind in Orange County and the Temecula Valley. Unlike other family publications, AmeriKidz is mailed directly into the hands of parents with children ages 0-14 years in your local community.

400,000 copies are distributed annually throughout Orange County and Temecula Valley.
160,000 copies are DIRECT-MAILED to households with children in Orange County.
240,000 copies are circulated through strategic "High Traffic" Family locations.

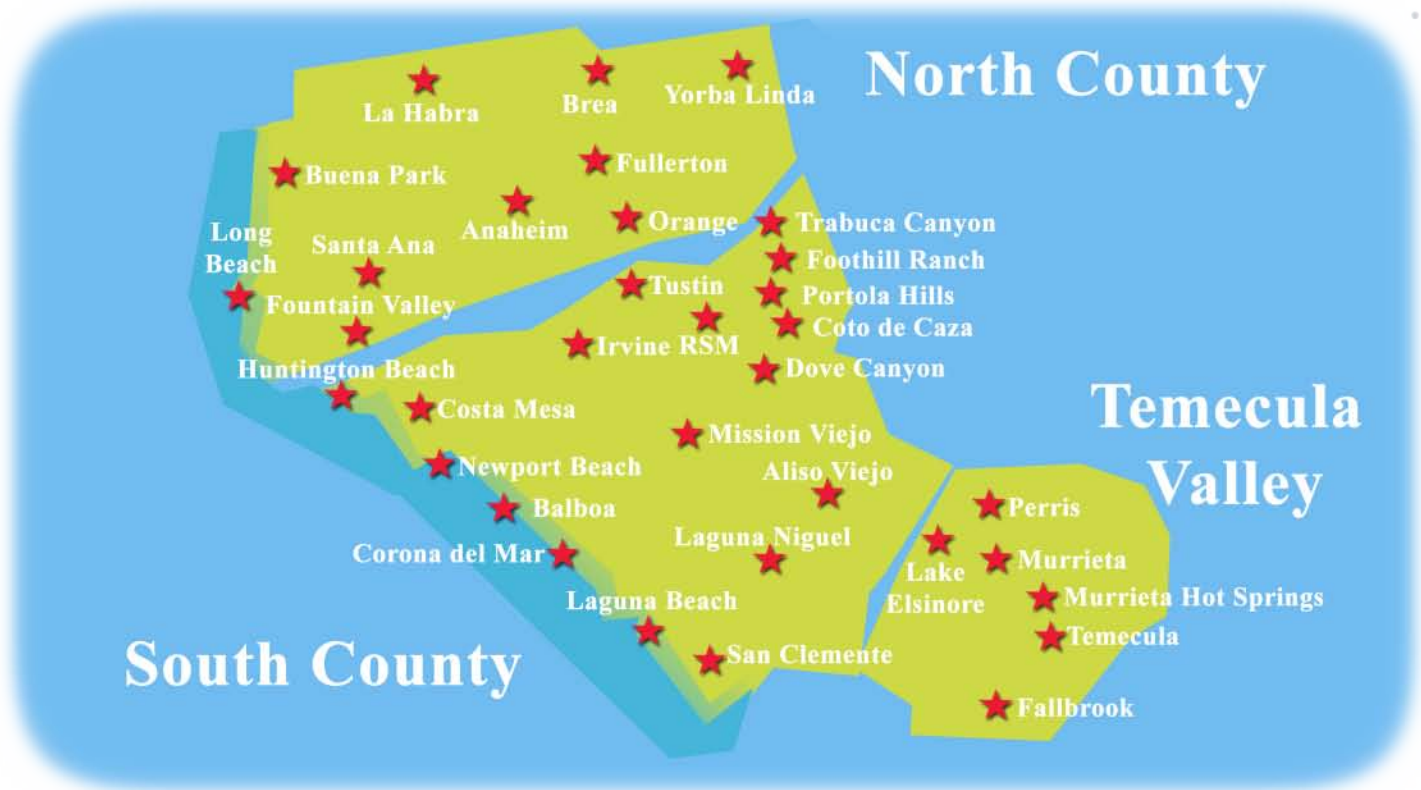
Zones to target your audience

We understand the importance of maximizing your advertising budget and that is the reason we have implemented "**ZONES**" to help you target that specific Area/Client. We offer 3 high-density family resource guides in your local areas. Rates apply per zone. What is your zone?



DEMOGRAPHICS Reach the target market that wants your product or service!

- ★ We reach right into the house holds of parents with children from the ages of 0-15 years.
- ★ We target families that send their children to a Private school, Day Care Center and any Enrichment programs.
- ★ **FACT** - \$2.1 Billion spent on their kid's education/Enrichment last year!
- ★ We target parents that show a consistent purchase pattern for any Children's Products and services.
- ★ We reach moms from the ages of 25-45 years of age.
- ★ Average Household income target is \$120K+ in South Orange County, \$80k+ in North Orange County and Temecula Valley.



1500+ Distribution Location include:

Babies "R" Us and Toys "R" Us
Public Libraries
Recreation Centers
Pediatricians and OB/GYN Offices
Family Practice medical offices
Preschools and Child Care Centers
CVS

Private Schools
YMCA's
Kaiser Permanente
Children/Expected Mothers Boutiques
Ralphs
Blockbuster
And Many More!!!!

Ad Rate Card 2010



For Advertising Contact Us At:

949-215-1499

Advertising@AmeriKidzca.com

www.AmeriKidzca.com

Option #1

Go Big!

Increase to a 1/2 page ad & get a FREE web banner ad!

Option #2

Buy 1 Get 1 FREE!

Add a web banner and get 1 web banner FREE next issue!

Option #3

Max Coverage!

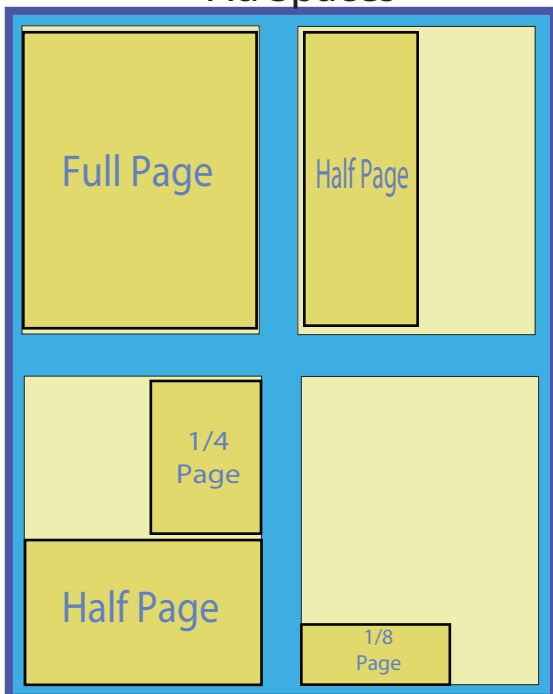
Buy 2 zones and get a 3rd zone FREE!

Option #4

Pay Quarterly

Pay for 3 months in advance and receive special rates.

Ad Spaces



Ad Packages

1/8 page - \$297 - \$99 per Month

1/4 page - \$441 - \$147 per Month includes a web listing and a directory listing

1/2 page - \$750 - \$250 per Month includes a web listing, a web banner, and a magazine directory listing

Full page - \$1800 - \$600 per Month includes a web listing, a large web banner and magazine directory listing.

Quotes for back cover, prime positions, and inserts available upon request.

Ad Sizes (in Inches)

1/8 page - 2.37 x 1.75

1/4 page - 2.375 x 3.75

Half Page (V) - 2.375 x 7.625

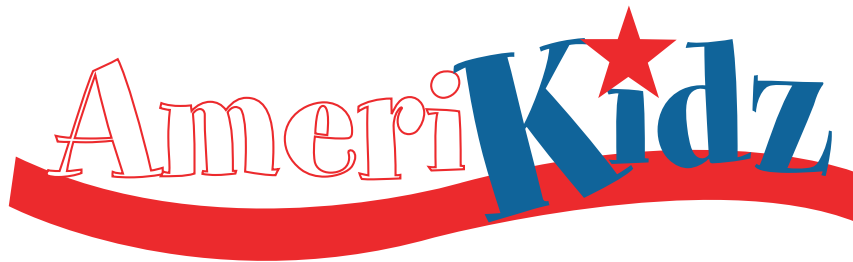
Half Page (H) - 5 x 3.75

Full Page - 5 x 8

Full Page Bleed - 5.875 x 8.875

Full Page Trim - 5.375 x 8.375

Material Deadline	Publishing Dates
Spring - Feb. 6th	Spring - Feb. 25th
Summer - May 8th	Summer - May 25th
Fall - Aug. 8th	Fall - Aug. 25th
Winter - Nov. 7th	Winter - Nov. 25th



AMERIKIDZ ART REQUIREMENTS

CAMERA READY ADS: All ads need to be **300 dpi, CMYK**, Mac or PC. Please send a same size printed color copy to verify your digital file.

PDF FILES:

Create high resolution files for commercial printing
 A PostScript file should be made first to verify that the ad size meets our specifications
 All images and fonts are **CMYK**
 Resolution is **300 dpi**
 Embed all fonts (no True Type fonts)
 OPI is turned OFF
 We also accept high resolution tif, eps, and jpeg files

NATIVE FILES: MACINTOSH PLATFORM:

Programs accepted:
 Adobe InDesign, QuarkXPress version 5-6.5 or earlier, Adobe Illustrator 10.0 or earlier or Adobe Photoshop 7.0 or earlier on a CD.

Include the following on the CD:
 All fonts (no True Type), eps fonts should be converted to curves
 All images and /or links, eps or tiff
 A printout indication instructions and special color indications if any

File specifications:
 File size must be the same as the specified trim size.
 Bleeds are .25" outside of the specified size
 All images must be CMYK, 300 dpi at 100% for 133-line screen.
 All color ads must be created as 4-color process. All imbedded images and type must also be CMYK.

NO pantone, PMS, RGB or indexed color accepted

SENDING YOUR FILES:

E-mail to your sales representative:
 In the body of the e-mail, please indicate the company/client name, agency name (if applicable), the Amerikidz issue the ad is being produced for and any other pertinent information or instructions for identification of the ad being sent.

Provide name and phone/FAX number of the person sending the digital file for contact if there is any problem with the transmission of the ad.
 Fax a copy of the ad to the Ad Coordinator
 FTP transfer is available; ask your sales representative for instructions.

PRODUCTION SPECS

All ads are to be provided as high resolution digital files. 300 DPI, CMYK or Grayscale in .PDF, .TIFF, .EPS formats. Include all linked fonts, images, and a color proof.

TRIM AND BLEED DIMENSIONS

		WIDTH	HEIGHT
Page	Trim	5.375"	8.375"
	Bleed	5.875"	8.75"
Spread	Trim	10.75"	8.375"
	Bleed	11.25"	8.75"

* Allow 1/4" on either side of the gutter for crossover type. Breaking single words through the gutter is not recommended.

FULL PAGE

5" x 8"

TRIM

5.375" x 8.375"

BLEED

5.875" x 8.75"

1/2 PAGE VERTICAL

2.375" x 7.625"

1/4 PAGE VERTICAL

2.375" x 3.75"

1/2 HORIZONTAL

5" x 3.75"

LIVE AREA DIMENSIONS

	WIDTH		HEIGHT
Spread	10"	x	16"
Full Page	5"	x	8"
Half Page (Horizontal)	5"	x	3.75"
Half Page (Vertical)	2.375"	x	7.625"
1/4 Page	2.375"	x	3.75"

Publisher cannot guarantee the print quality of your ad if it does not meet the specifications stated above. Please read the specifications carefully. If you have any questions please feel free to call us so that we can help you.

Publisher cannot guarantee readability of type smaller than 5 point or print quality screens other than 133-line. Any files that are received as RGB will be converted to CMYK and the color will likely shift. In the event that additional changes need to be made to an ad already received by the art department, additional production charges may be assessed.