

2018 media kit



Kid Stuff is the go-to guide for parents, grandparents and caregivers. Published four times a year in a glossy magazine format, *Kid Stuff* offers expert advice on parenting issues, identifies kid-friendly venues, profiles local businesses and compiles a seasonal calendar of events. If families are your customers, *Kid Stuff* provides great editorial, an engaged readership, and a wide distribution across the Upper Valley of VT and NH.

FAST FACTS

Print run: 5,000 per issue; 20,000 annually

Online: 3,000 views per issue

Distribution:

- Delivered to 2,000 Upper Valley students K-12
- Mailed directly to libraries, doctor's offices, dentists, hospitals, health care providers and child care centers
- Available at high traffic locations across the Upper Valley
- Free online download from desktop or mobile phone

Available:

- Spring: March 1
- Summer: June 1
- Fall: September 1
- Winter: December 1

Ad deadlines: 30 days prior to publication

2018 ADVERTISING RATES

Please note: Ads must be sent in PDF format at 350 dpi.

ADVERTISEMENT	COST	SIZE (width x height)
Back Cover	\$950	6.25" x 7.625"
Inside Front Cover	\$900	6.25" x 8.75"
Inside Back Cover		
Full page	\$800	6.25" x 8.75"
Half page	\$500	6.25" x 4.3125"
Quarter page	\$250	3.0625" x 4.3125"
Business card	\$125	3.0625" x 2.0625"

Inside Covers
Full Page Ads
 6.25" x 8.75"
 for 4 sided bleed
 7.125" x 9.75"

Back Cover
 6.25" x 7.625"
 for 3 sided bleed
 7.125" x 8.125"

Quarter
 3.0625" x 4.3125"

Biz Card

Half
 6.25" x 4.3125"



Kid Stuff
 P.O. Box 500
 Grantham, NH 03753

(603) 863-7048 phone
 (603) 863-1508 fax

info@kearsargemagazine.com
 kidstuffeditor@gmail.com

uppervalleykidstuff.com

COMPANY NAME _____

CONTACT PERSON _____

CONTACT TITLE _____

EMAIL _____

PHONE/FAX _____

BILLING ADDRESS _____

PLACE MY ADVERTISEMENT IN THE FOLLOWING KID STUFF ISSUES:

- SPRING 2018 SUMMER 2018 FALL 2018
- WINTER 2018 SPRING 2019 SUMMER 2019
- FALL 2019 WINTER 2019

PLEASE CHECK ALL THAT APPLY:

- Covers - inside front, inside back \$ 900
- Full page \$ 800
- Half page \$ 500
- Quarter page \$ 250
- Business card \$ 125 (no discount available)
- 4x advertisers subtract 10% _____

COST PER ISSUE: _____

TOTAL COST: _____

ALL ADS MUST BE PREPAID

Please send contract with check or money order to:
Kid Stuff, P.O. Box 500, Grantham, NH 03753
You may also pay online using Visa or MasterCard at
uppervalleykidstuff.com

On Behalf of Company:

SIGNED _____

NAME _____

DATE _____

SEND AD MATERIALS TO LAURA JEAN WHITCOMB

at laurajean@howling-beagle.com

AD FILE PREPARATION

Please supply advertisement files in PDF format with all images saved at 350 dpi, color images in CMYK and be sure to EMBED ALL FONTS. If you are unable to send in PDF, send file in .jpeg or .tif format. Ads submitted in other formats will not be accepted.

Fax contract to (603) 863-1508. Thank you!



PAYMENT TERMS

- a. Advertisers must apply payment for first ad with contract, Mastercard and Visa accepted.
- b. After 30 days, past due invoices will incur an 18 percent annual finance charge and be automatically billed to a credit card. All delinquent accounts will pay for each future ad up front.
- c. The advertiser agrees to pay all collection costs, including reasonable attorney fees.
- d. Advertisers billed at frequency contract rates who fail to fulfill such a contract will be billed for the difference in rates.
- e. Rates are subject to change upon notice from the publisher.
- f. Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.

COPY AND CONTRACT

- a. Kid Stuff reserves the right to reject any advertisement at any time.
- b. Advertisers and advertising agencies assume full liability for all content, including text, representations and illustrations of advertisements.
- c. Kid Stuff assumes no liability for errors in key numbers nor, for any reason, the omission of an advertisement. Liability for errors for which Kid Stuff may be found legally responsible cannot exceed the cost of the space.
- d. No cancellations are accepted after closing date.
- e. Advertising insertion orders are accepted subject to the condition that Kid Stuff shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond Kid Stuff's control.
- f. Advertisements are accepted subject to the understanding that the advertiser and its agency have the right to publish the contents of their advertisements. In consideration of such publication, the advertiser and its agency agree to indemnify and hold harmless Kid Stuff against any loss, liability, damage and expense arising out of such publication.
- g. Kid Stuff reserves the right to hold the advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Kid Stuff.
- h. Kid Stuff will provide proofs of new advertisements that required production by Kid Stuff. Kid Stuff is not responsible for proofing errors that may have been missed once advertisement proofs are approved by advertiser.

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