

BRAIN,CHILD

the magazine for thinking mothers

2006 RATE CARD

DATES AND DEADLINES

Issue	Reservation date	Artwork due	Publication Date
Summer 2006	March 31	April 12	May 29, 2006
Fall 2006	June 30	July 14	August 28, 2006
Winter 2007	September 28	October 12	November 27, 2006
Spring 2007	January 5	January 15	February 26, 2007
Summer 2007	March 28	April 12	May 28, 2007

ARTWORK REQUIREMENTS

PDF files are preferred. Files must be press optimized with fonts embedded. The file dimensions must be the same size as the ad you are submitting. For full page ads with bleeds only, please allow for 1/4 inch trim and include crop marks in the PDF file.

Other formats that can be accepted are Quark 4.0 for Mac 9.0 or Quark 6 for Mac OS X. All images (300 dpi, CMYK, 100%) and fonts should be included on the disk, and files should be sized to the correct ad dimensions. Adobe Illustrator and Photoshop files are also accepted. All fonts must be converted to outlines or rasterized; embedded images in Illustrator must be included with the file. Please save files in EPS format.

Ads must be accompanied by a color proof.

BRAIN,CHILD can design your ad for an additional fee. Call for rates.

SUBMISSION

For files less than 5MB, you may submit your ad via e-mail to advertising@brainchildmag.com. Alternately, ads may be submitted on CD-ROM or zip disks to the address below. Please remember to send color proof.

MARKETPLACE ADS

Ads consist of a small product image and up to 55 words of ad copy, in our special Marketplace format. Please provide a digital Photoshop image (300 dpi, CMYK, 2.75" x .75" for horizontally oriented ads, 1.25" x 2.25" for vertically oriented ads). Text is: product/company name; product description (up to 20 characters); ad copy (up to 55 words), telephone number, website and/or mailing address. Fonts and layout are determined by BRAIN,CHILD. We cannot accommodate special requests.

TERMS AND CONDITIONS

Full payment is due with the ad reservation order. Space cannot be cancelled after reservation deadline. Ad copy not correctly prepared or incorrectly sized will be processed at prevailing hourly rates at a minimum charge of \$45.

BRAIN,CHILD reserves the right to reject or cancel advertisements. We cannot guarantee 100% color accuracy on color ads, but every effort will be made to match color proofs provided by advertiser.

CONTACT INFORMATION

Advertising Department
P.O. Box 714, Lexington, VA 24450
advertising@brainchildmag.com
(877)504-6667

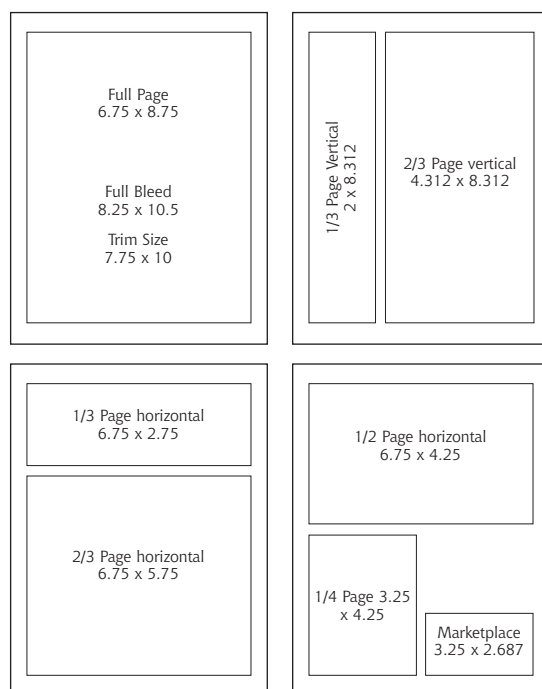
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Stephanie Wilkinson

Publisher
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(540)463-4817
(888)304-6667

Circulation	36,000
Frequency	Quarterly
Subscriptions	\$19.95
Single Copy	\$5.95
Trim size	7.75 x 10 inches
Page count	72 pp. + cover
Binding	saddle stitch

BRAIN,CHILD is distributed in independent bookstores, Barnes & Noble superstores, Borders, and select grocery stores around the U.S. and Canada. We have subscribers from every state and many foreign countries.



All dimensions are in inches, width x height

ADVERTISING RATES

4 color	1x	2x	4x
Full page	\$1650	\$1485	\$1320
2/3 page	\$1265	\$1130	\$1015
1/2 page	\$880	\$790	\$705
1/3 page	\$660	\$595	\$530
1/4 page	\$550	\$495	\$440
Marketplace	\$300	\$275	\$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