

## 2012 rate card



### JUST THE FACTS

<b>Circulation</b>	36,000 75% subscribers / 25% newsstand
<b>Frequency</b>	Quarterly
<b>Price</b>	\$22/year • \$5.95/single copy

### DATES AND DEADLINES

Issue	Reservation date	Artwork due	Publication Date
Winter 2012	September 29	October 13	November 18, 2011
Spring 2012	January 12	January 19	March 1, 2012
Summer 2012	March 29	April 12	June 1, 2012
Fall 2012	June 28	July 12	September 1, 2012

### 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.

Brain,Child can design your ad for an additional fee. Call for rates.

### ARTWORK SUBMISSION

Files can be e-mailed to [advertising@brainchildmag.com](mailto:advertising@brainchildmag.com). If necessary, files on CD can be mailed to P.O. Box 714, Lexington, VA 24450. On-line transmission sites are also an option. Contact us for more information.

### 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](http://brainchildmag.com/advertise) for Marketplace submissions instructions.

### ONLINE ADS

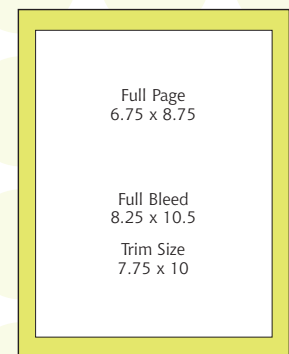
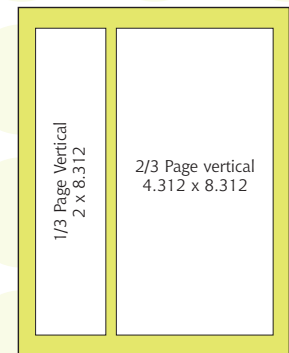
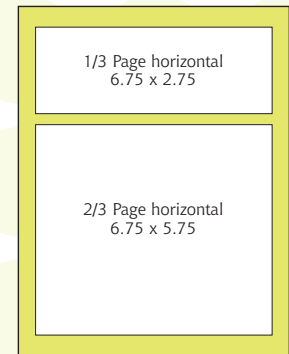
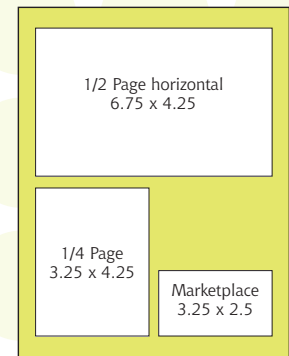
For online advertising rates and details, see [brainchildmag.com/advertise](http://brainchildmag.com/advertise).

### ADVERTISING RATES

	4 color	1x	2x	4x
Full page	\$2535	\$2265	\$2030	
2/3 page	\$1955	\$1755	\$1560	
1/2 page	\$1405	\$1220	\$1080	
1/3 page	\$1010	\$915	\$805	
1/4 page	\$840	\$760	\$680	
Marketplace	—	\$390	\$325	
<b>Covers</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>	
Back cover	\$3385	\$3230	\$3070	
Inside front	\$2925	\$2770	\$2695	
Inside back	\$2770	\$2610	\$2530	
<b>B/W</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>	
Full page	\$1690	\$1510	\$1355	
2/3 page	\$1310	\$1125	\$1045	
1/2 page	\$920	\$840	\$765	
1/3 page	\$765	\$695	\$620	
1/4 page	\$565	\$530	\$505	

### CONTACT INFORMATION

**Ruth Cleaveland Candler**  
Advertising Sales Director  
P.O. Box 714, Lexington, VA 24450  
[ruth@brainchildmag.com](mailto:ruth@brainchildmag.com)  
(877)504-6667



All dimensions are in inches, width x height

# BRAIN,CHILD