

Kid Friendly

YOUR FAMILY'S LOCAL RESOURCE

Ad Specifications

Electronic print ad checklist

We want your ad to look its best, so we have established the following guidelines for quality. Ads that don't conform to this list will be charged additional production charges at \$50.00/hour.

- Ad has been built to the correct dimensions according to our size specifications.
- All submitted files are tagged with the file format extension.
- All images are saved as CMYK, not RGB. Files not saved as CMYK will be converted and we are not responsible for color accuracy in that conversion.
- All images have been embedded and are not linked.
- Minimum resolution of linework-only PDF files is 1200 dpi .
- Minimum resolution of bitmapped images in any ad is 300 dpi.
- All fonts have been converted to curves or outlined.

Additional Notes

All ads are process four-color (CMYK). Sorry, we can't accept Pantone ink requests. Please convert all Pantone ink numbers to CMYK in your ad.

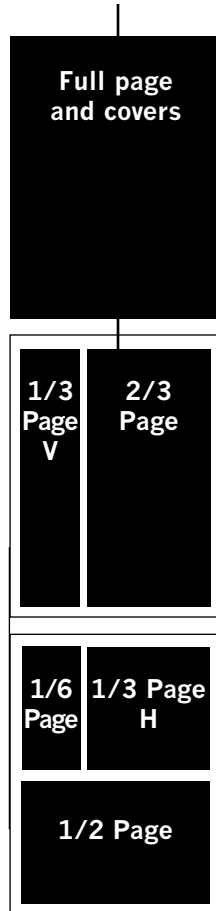
Ads are accepted digitally in high-resolution PDF or EPS only.

- On compact disc if over 10 MB, mail to Tricia Kubisiak, KFM Ad Submission, P.O. Box 1442, Crested Butte, CO 81224. Please include a printed directory of disk content. Disks will not be returned.

Via e-mail if under 10 MB to printads@kidfriendlymagazine.com. Include a description within the body of the e-mail of exactly what is attached. Include account name in the subject line of the e-mail.

Color proofs must be provided with all ads. If you do not supply an accurate color proof, we cannot guarantee color accuracy. Mail your proof to Kid Friendly Magazine, LLC, P.O. Box 1442, Crested Butte, CO 81224.

Ad archiving is now available! Please call for details, 970-275-5000.



Ad Sizes

Premium positions

- **Inside front cover: 8.5" wide x 11.125" deep \$1,265.00
- **Inside back cover: 8.5" wide x 11.125" deep \$1,265.00
- **Back cover: 8.5" wide x 11.125" deep \$1,485.00

Run of publication

- **Full page: 8.5" wide x 11.125" deep \$900.00
- 2/3 page: 4.75" wide x 9.875" deep \$715.00
- 1/2 page under Calendar: 7.25" wide x 4.75" deep \$600.00
- 1/2 page: 7.25" wide x 4.75" deep \$575.00
- 1/3 page vertical: 2.25" wide x 9.875" deep \$385.00
- 1/3 page horizontal: 4.75" wide x 4.75" deep \$385.00
- 1/6 page: 2.25" wide x 4.75" deep \$300.00