



Advertising And Production Specifications

Inspired Parenting is committed to supporting parents, educators and mentors in enabling children to achieve their full individual potential.

Our aim is to present truthful information on every topic pertaining to child development - from the latest research on such important topics as vaccinations, autism, ADHD, sensory integration issues, behavioral/learning challenges and styles, as well as health, nutrition, chemicals, the importance of emotional and social intelligence, and whole child parenting - in short, everything that impacts the development of children's potential on every level.

Inspired Parenting is distributed FREE in the Los Angeles area, and to members of Inspired Parenting "Playdates With Purpose™" Playgroups. It is also available on subscription to anyone anywhere in the world. To be certain of receiving each issue, visit www.inspiredparentingmagazine.com to subscribe.

Inspired Parenting Magazine is published quarterly with Spring, Summer, Fall & Winter editions mailed out at the end of April, July, October and January.

SUPPLYING ARTWORK IN DIGITAL FORM:

Artwork should be saved in the following file formats:

PDF (PDF/X-3 Preferred), EPS, TIFF, or JPEG

Color: All files should be completed and saved in CMYK process, We cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colour. Please delete all unused colour swatches from the colour palettes. Do not use Pantone, Index or similar colours and please ensure artwork files do not contain embedded color profiles.

Compression: Files should be supplied uncompressed wherever possible; Stuffit / Drop Stuff may be used to compress files if necessary. However, all files sent via electronic file transfer methods (email, web uploads) should be compressed as either sit or zip files.

ARTWORK:

Send to: artwork@inspiredparenting.com

TECHNICAL SPECIFICATIONS:

Trim Size: 8.5" x 11" / 133.35 x 209.55 mm

PRODUCTION CHARGES:

Ad creation, typesetting, composition, and artwork will be done as needed and charged to the client. Clients will have production charges quoted on an individual basis.

PROOFS TO ADVERTISERS:

Ads prepared from artwork will be solely at advertiser's risk unless sufficient time is allowed to furnish proofs for approval. When proof is required, artwork must be in hands of publisher two weeks preceding ad closing date.

STORING OF MATERIALS:

All final advertising files will be stored for six months and then destroyed, unless written request for the return of materials is provided upon ad submission.

DEADLINES 2008

Ad Size	Copy	Advertising
Spring (April)	Feb. 15th	March 15th
Summer (July)	April 15th	May 15th
Fall (Oct.)	July 15th	August 15th
Winter (Jan.)	Oct. 15th	Nov. 15th

MAGAZINE DISPLAY AD RATES

Ad Size	Colour	B & W
Inside Front Cover (IFC)	\$1,350.00	N/A
Inside Back Cover (IBC)	\$1,250.00	N/A
Outside Back Cover (OBC)	N/A	N/A
Double Page Spread (DPS)	\$1,800.00	
Whole Page	\$1,000.00	\$750.00
Half Page Horizontal or Vertical	\$ 600.00	\$400.00
Single Column	\$ 450.00	\$300.00
Half Column	\$ 250.00	\$200.00

Series discounts: 5% for 2 insertions, 10% for 3 insertions, 12.5% for 4 insertions

Payment terms: Payment is required in full with delivery of artwork.

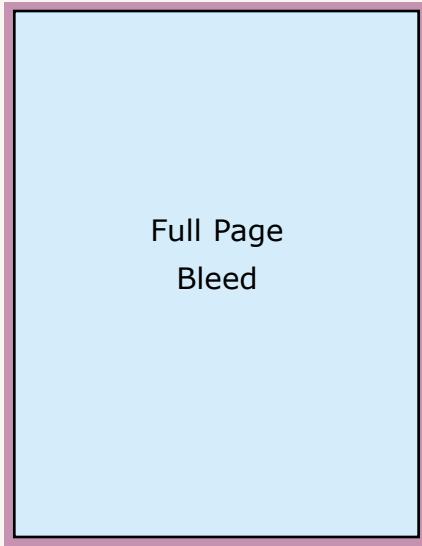
CONTACT:

New Earth Publications, Inc.

Tel: 310 459 8613

www.inspiredparentingmagazine.com

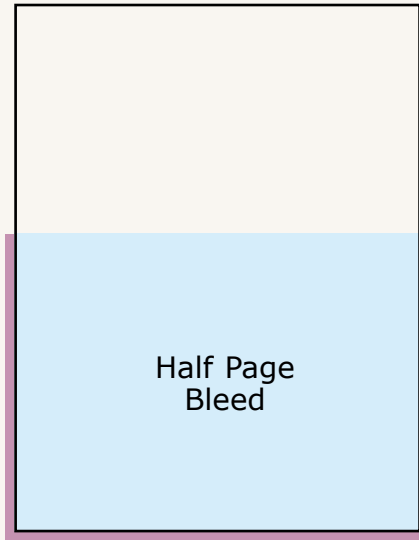
Email: creative@inspiredparentingmagazine.com



W: 215,9 mm
H: 279,4 mm

W: 8,5 in
H: 11 in

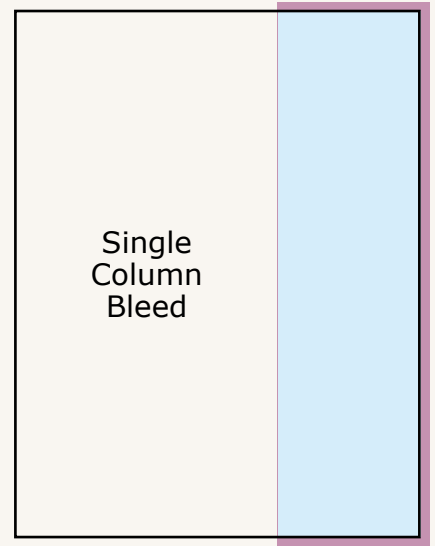
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+0.1969 in Bleed



W: 215,9 mm
H: 134,45 mm

W: 8,5 in
H: 5,2933 in

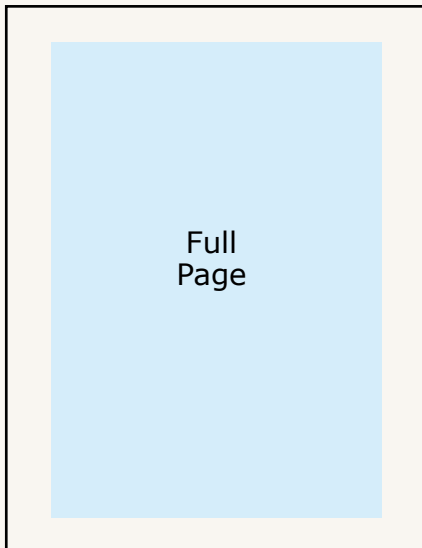
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+0.1969 in Bleed



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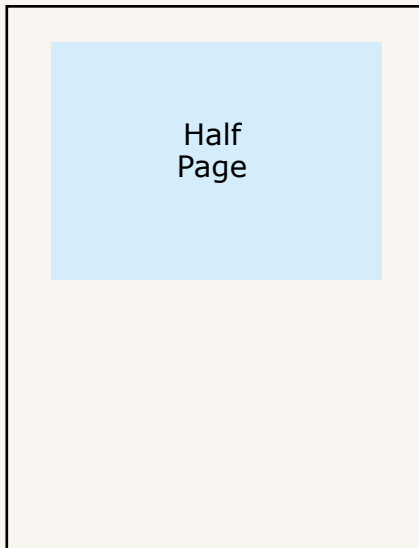
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H: 11 in

+5 mm Bleed
+0.1969 in Bleed



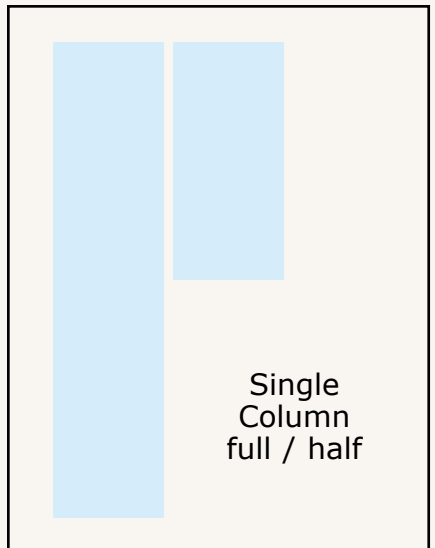
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H: 243 mm

W: 6,6535 in
H: 9,5669 in



W: 169 mm
H: 117 mm

W: 6,6535 in
H: 4,6063 in



W: 53 mm
H: 243 / 117 mm

W: 2,0866 in
H: 9,5669 / 4,6063 in