

Mechanicals

1/6 Horizontal Ad
5.09" x 2.25"

1/6 Vertical Ad
2.45" x 4.5"

1/3 Block Ad
5.09" x 4.5"

*FMP Size
2.45" x 2.194"

*Family Marketplace Ads (Classifieds)

1/3 Horizontal Ad
7.75" x 2.916"

1/2 Page Horizontal Ad
7.75" x 4.45"

1/3 Vertical Ad
2.45" x 9.16"

2/3 Vertical Ad
5.09" x 9.16"

Full Page Ad
7.75" x 9.16"

Glossy Cover Ads:

Live Image Area	7.75" x 9.532"
Trim Size	9.00" x 10.75"
Bleed Size	10.0" x 11.5"

Lowcountry parent

The Charleston Area's No. 1 Parenting Resource

2009 Media Guide

134 Columbus Street | Charleston, South Carolina
p 843.958.7394 | f 843.937.5750



Formats

- A CMYK - PDF file with fonts and artwork (collected and embedded) built using CMYK colors.
- Photos or artwork sent separate ly need to be a minimum of 200 DPI saved as a tiff, eps, or jpeg and 300 dpi for glossy cover ads.
- Our email has a 5 MB limit. When making large PDFs, either use Stuffit or Zip compression or Acrobat Distiller (version 6 or lower). We offer AdTracker Online for large files.
- We DO NOT accept ads in Microsoft Word, Publisher, Power Point or Excel.

Every month our magazine features a wide variety of resource information that is valuable to area families.

- Recall Roundup
- The most complete calendar of activities for children and families in this area
- Child safety
- Children's health tips
- Successful parenting tips
- Variety of columns appealing to parents

...and many other stories to make parents' lives easier

Grow your business!
Advertise in

Lowcountry
parent
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Calendar

January	Education
February	Residential Camp Directory
March	Day Camp Director
April	Health and Fitness
May	Vacation/Summer Fun
June	Experience Charleston
July	Birthday Party Guide
August	Back-To-School
September	Annual Baby Issue
October	Tweens & Teens
November	Holiday Memories/Tradition
December	Holiday Activities & Gifts

Distribution

Lowcountry Parent is published monthly in the counties of Charleston, Berkeley and Dorchester. Each month 41,000 copies of Lowcountry Parent are currently distributed to more than 275 area locations. Teachers at more than 55 schools are given copies to send home to families of each student. This comprehensive distribution network has been carefully developed to include locations moms and dads visit regularly—making it easy for them to pick up and enjoy a copy of their favorite free local family publication.

2009 Advertising Rates

AD SIZE	Black & White Rates Per Month			
	12x	6x	3x	Special Event
Full Page	\$840	\$940	\$1050	\$1196
2/3 Page V	\$675	\$775	\$850	\$996
1/2 Page H	\$520	\$585	\$660	\$810
1/3 Page	\$350	\$385	\$440	\$510
1/6 Page	\$230	\$250	\$270	\$298

COLOR RATES

Special Event Rate	\$375
3x Contract	\$275
6x Contract	\$175
12x Contract	\$100

GLOSSY COVER

Contract Rates	
Back Cover	\$1400
Inside Front Cover	\$1100
Inside Back Cover	\$1100

All contracts must be fulfilled within a 12-month period of time

- Prices listed reflect the rate for each month of the contract
- The Special Event pricing is short-term events only.
- Rates are net non-commissionable
- Ad deadline is the first Friday of each month prior to the next month's issue

Lowcountry Parent may revise its advertising rate schedule at any time upon 30 days' written notice to Advertiser, and Advertiser may cancel this agreement at any time prior to the time the new rates become effective upon prior written notice to Lowcountry Parent with normal short-rating specifications