

# GRAND RAPIDS FAMILY FUN GUIDE PRINT AD RATES

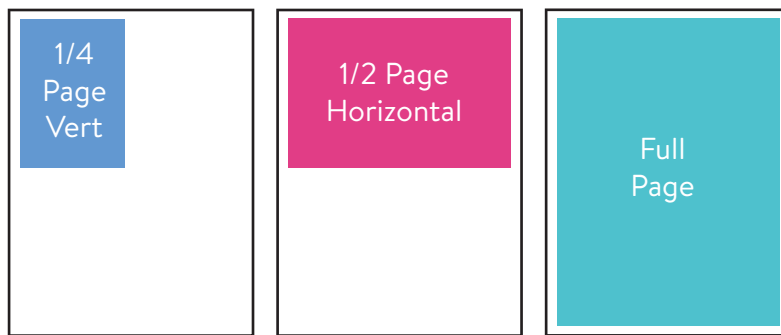
GRKIDS is now in print! Five times throughout the year, our 32-page resource guides are distributed across West Michigan to libraries, preschools, daycares and other places parents hang out. Free for readers, the handy digest-sized booklets are easy to carry and keep. Packed with content local parents love, our print guides are another way to keep your message front and center throughout the year. We print 15,000 copies per issue.



All rates stated below are PER ISSUE. We publish 5 issues per year plus a special Field Trip Guide.

AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES	5 ISSUES
FRONT COVER	\$1550	\$1300	\$1200	\$1125	\$1050
FULL PAGE	\$1125	\$935	\$875	\$835	\$780
1/2 PAGE	\$680	\$565	\$515	\$455	\$405
1/4 PAGE	\$420	\$345	\$315	\$280	\$260

Front cover rate is in addition to cost of inside ad for that month. ALL FRONT COVER ADVERTISERS MUST HAVE INSIDE AD FOR THAT COVER MONTH. Cover rates listed are per cover, based on length of inside ad term. Example: Your inside ad term is 4 issues of the year, front cover rate for one of those 4 months is \$1125/cover + cost of inside ad. Cover Photo must be approved by the ad department and meet specific graphic requirements.



**1/4 pg Vertical:**  
2.25"w x 3.75"h

**1/2 pg Horizontal:**  
4.75"w x 3.75"h

**Full Page:**  
4.75"w x 7.625"h

- Rates are net and per insertion
- Graphic design services available for \$50 per ad designed.

## PRINT EDITORIAL CALENDAR

**Mid January // GRAND RAPIDS LIVING**  
Health & Wellness, Learning, Family Services, Winter Birthdays, After School Programs, Indoor Play

**Mid March // SUMMER PLANNING**  
Summer Camps & Activities, Spring & Summer Birthdays, Travel, Moving to Grand Rapids/Lakeshore, Nature & the Outdoors, Services

**Mid May // SUMMER VACATION**  
Summer Part 2 - Summer Camps & Enrichment Activities, Travel, Parks & Playgrounds, Outdoor Events & Parties, Services

**Early September // FALL & FAMILY FUN**  
Back to School, Fall Fun, After School Activities, Indoor Play, Focus on the Arts, Doctors & Health, Parties & Celebrations, ArtPrize stroller guide, Grandparent page

**Early November // DATE NIGHTS & HOLIDAY FAMILY FUN**  
Date Nights, Parent's Night out, Holiday Events & Traditions, Gift Ideas, Indoor Birthday parties, Services, Indoor Activities & Play

**Special Print Publication // FIELD TRIP GUIDE**  
published & distributed in mid-September



# DUE DATES & PUBLICATION TIMELINE

PUBLICATION DATE	AD SALES CLOSE	MATERIALS DUE
JANUARY 2019	DECEMBER 10, 2018	DECEMBER 14, 2018
MARCH 2019	FEBRUARY 1, 2019	FEBRUARY 8, 2019
MAY 2019	MARCH 29, 2019	APRIL 9, 2019
SEPTEMBER 2019	JULY 31, 2019	AUGUST 8, 2019
NOVEMBER 2019	SEPTEMBER 27, 2019	OCTOBER 4, 2019