

annual advertising rates

Advertising Rates include:

Print & Web

Display Advertising

All ads are in full-color & include 1 bold listing

Ad Size	Annual Rate
Quarter Page	\$ 975
Half Page	\$ 1,650
Full Page	\$ 2,350
Inside Back Cover	\$ 3,900
Inside Front Cover	\$ 4,200
Back Cover	\$ 5,900
Preferred Position	Add 10%
Valuable Savings Coupon	\$ 250
Additional Bold Listing	\$ 60/category
Additional Text Line	\$ 25/line

Directory Advertising

Bold Listing	\$ 295
In-Column Ad with Logo	\$ 525

Spotlight-On Advertising

Benefits:

- Forward placement in the publication
- Full page, full-color ad
- Smart Facts
- A personalized note to parents
- Color photograph
- Logo branding
- School name listed on the Table of Contents

Spotlight-On | \$ 3,250



	Display Advertisers	Directory Advertisers	Spotlight Advertisers
LISTING DETAIL PAGE includes:	✓	✓	✓
Full-color display ad	✓		✓
Detailed contact information	✓	✓	✓
Link to your Web site	✓	✓	✓
Link to a map	✓	✓	✓
Link to your coupon (if applicable)	✓		✓
Animated GIF added to your display ad (Additional fee may apply)	✓		✓
Forward placed and prominently positioned as a Spotlight-On Listing on the SEARCH RESULTS PAGE			✓
Prominently positioned as a Featured Listing on the SEARCH RESULTS PAGE	✓	✓	
Banner Ad Promotions			✓

Rates are net of agency commission.
All ads are to be pre-paid prior to publication.