

NWI parent

Real Solutions for Real Families



2010
/2011
media kit



At **NWI Parent**, we are committed to assisting every mom, dad, grandparent, day care provider, teacher and neighbor—everyone who is important in the life of a child—with the overwhelming tasks of parenting and mentoring.

NWI Parent offers practical resources and solutions for real families in the Region. From invaluable health and child-rearing advice, to product reviews, places to go, and a comprehensive calendar of all things family-friendly, **NWI Parent** is the definitive, one-stop guide to the local products and services that readers can actually use.

NWI Parent wants to hear from the best parenting resources in the area: our readers! When it comes to raising children, we're all in this together—because strong families are the building blocks of strong communities.



It's your community ...
Get Involved!

NWI Parent brings together community businesses and groups through our advisory board.

NWI Parent Advisory Board Sponsorship includes:

- Full-page ad 6x per year
- Logo on front cover
- Name, Title and Company listed in Masthead
- Leaderboard ad on NWI Parent weekly e-newsletter 1x per month
- Rotating Leaderboard ad on NWI.com/parent
- Co-sponsored event with NWI Parent
- Editorial Package
- Enhanced Business Listing on my.nwi.com

Cost: \$12,000



KID BITS

HEALTH CHECK

SCHOOL NOTES

TOT SPOT

TEEN SCENE

MEAL TIME

YOUR SPACE

FIT FAMILY

BEHAVE YOURSELF

REAL REVIEWS

LOCAL CALENDAR

RESOURCE GUIDE

OUR KIDS

CLASSIFIEDS

FAMILY ROOM

all the above and more in every issue!

distribution

NWI Parent connects our advertisers directly to the Northwest Indiana parent. Our dominant distribution and readership provides advertisers significant advertising ROI. Every issue delivers highly targeted content directly to your customer for less than a penny per reader!

Distributed across the Northwest Indiana region with 6 Issues per year . . . **78,479 total copies / 60-day shelf life**

BREAKDOWN

- 68,479 NWI Times newspaper (total home delivery) subscriber households
- 10,000 rack copies—to key locations in Lake and Porter counties where parents are:

Schools
 Doctors' offices
 Hospitals
 Day-care centers

Libraries
 Supermarkets
 Health clubs
 Youth centers

YMCA's
 Community centers
 Retail stores
 Restaurants

NWI.com/parent



Extends the NWI Parent brand beyond the covers of the magazine and delivers unique content 24 hours a day, 7 days a week—whenever our parents want it!

THE SITE IS A DESTINATION FOR:

- Places to go and things to do with their families.
- Sharing information and connecting with other area parents.
- A resource for local products and services.
- The only locally produced website with content generated by, for and about Northwest Indiana parents.

Box Ad 300x250 \$24 cpm

NWI PARENT E-NEWSLETTER

Delivered to a pre-opted in audience once a week

Banner Ad 728x90 \$100 per week



editorial calendar

February/March '10

Space + Copy DEC 30
 Final EPS JAN 6
 Publication JAN 20

April/May '10

Space + Copy FEB 24
 Final EPS MAR 3
 Publication MAR 17

June/July '10

Space + Copy APR 28
 Final EPS MAY 5
 Publication MAY 19

August/September '10

Space + Copy JUN 30
 Final EPS JUL 7
 Publication JUL 21

October/November '10

Space + Copy AUG 25
 Final EPS SEP 1
 Publication SEP 15

December '10/January '11

Space + Copy OCT 27
 Final EPS NOV 3
 Publication NOV 17

magazine rates*

Ad Size/Position	1X	3X	6X
Back Cover	\$1,795	\$1,635	\$1,305
Inside Front Cover	\$1,725	\$1,570	\$1,255
Inside Back Cover	\$1,725	\$1,570	\$1,255
Page 1 (Full)	\$1,650	\$1,500	\$1,200
Full Page	\$1,500	\$1,364	\$1,090
Two-Thirds Page	\$1,200	\$1,000	\$825
Half Page	\$900	\$819	\$655
Quarter Page	\$540	\$491	\$390
Marketplace	\$325	\$295	\$235

*2009 rates in effect through 7/1/2010



digital ad specifications & contacts

PRODUCTION

Joe Durk
Art Director
office: 219-933-3277
fax: 219-933-3325
jdurk@nwtimes.com

Tom Kacius
Creative Services
Team Leader
office: 219-933-3299
fax: 219-933-3325
tkacius@nwtimes.com

SALES

Crown Point
office: 219.662.5300

Munster
office: 219.933.3200

Valparaiso
office: 219.462.5151

Portage
office: 219.762.1397

Send All Ad Materials to:
NWIParent
601 W. 45th Ave
Munster, IN 46321
nwiparent@gmail.com

DIGITAL AD SPECS

All ads must be Macintosh-compatible and accompanied by a contact proof. *NWI Parent* is not responsible for ads sent without proofs or ads not meeting our submission requirements. A fee will be incurred for any work *NWI Parent* does on behalf of the advertiser. Advertising materials delivered beyond deadline are subject to additional charges.

APPLICATIONS

QuarkXPress 6.5/Adobe In Design CS3: All linked graphics and Postscript Type 1 fonts included. We recommend using "Collect for Output." Files without a proof must provide a PDF file.

Adobe Photoshop CS3: EPS, JPEGs and TIFFs are accepted. Files must meet a minimum requirement of 300 dpi and must be converted to CMYK.

Adobe Acrobat 7.0 (PDF Format): All resulting PDFs must be high-resolution with fonts embedded. Any files not meeting these criteria will be rejected.

Adobe Illustrator CS3: Convert all fonts to outline. Do not embed images; link them to the document and submit them with native document.

Microsoft Word or any word processing program is unacceptable.

FONTS

Include a copy of ALL fonts used in the advertisement.

GRAPHICS

EPS, JPEG, PDF and TIFF files are accepted. Images should be a minimum of 300 dpi and should be provided at final size. Convert all RGB graphics to CMYK for printability.

MEDIA

Ads must be submitted on CDs or via email. Please send CDs in hard cases to avoid damage to disk. Film will not be accepted.

PRODUCTION ASSISTANCE

If you have any technical questions or need further assistance regarding the specifications in this document, please call 219-933-3299 or email tkacius@nwtimes.com.

EMAIL

Please send all ads to: nwiparent@gmail.com.

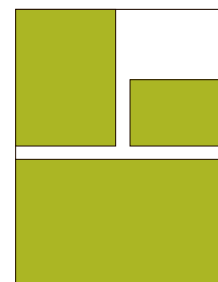
To prevent file corruption, always use Stuffit, ZipIt or any Macintosh self-extraction format. Include in the email the following subject line: "Name of Advertisement/NWI Parent/Issue Date." *NWI Parent* is not responsible for errors in ads submitted via email, including misdirected emails.



FULL PAGE
(trim)
10.4" wide X 10.5" tall
(with bleed)
10.9" wide X 11" tall
(live area)
9.9" wide X 10" tall



HALF PAGE
(vertical)
4.89" wide X 10" tall



HALF PAGE
(horizontal)
9.89" wide X 4.94" tall

QUARTER PAGE
4.89" wide X 4.94" tall

EIGHTH PAGE
4.89" wide X 2.42" tall