

Tampa Bay
Kids'
DIRECTORY
A Resource Guide for Families & Kids

Media Guide



Simply the perfect, affordable, full-color advertising medium to reach all families in the Greater Tampa Bay area.

MONTHLY, FULL COLOR, TARGETED CIRCULATION, USER-FRIENDLY, UNLIMITED SHELF LIFE

Affordable Advertising that works... BETTER!

*We're the portable little magazine with **BIG** resources for families!*

The Tampa Bay Kids' Directory has a very simple philosophy: **fast answers for busy parents and advertising results for our clients.** Why this approach? Simple! Life is busy and parents want their information quickly! Advertisers want their messages to be effective! The Kids' Directory blends these two ideas together.

Our Directory is unique because it contains only information about family-friendly businesses like you. People who read the Kids' Directory are interested in one thing...knowing about you and finding you. And your ad is the content! We focus completely on our advertisers. Your ad will not get lost between articles which means our magazine is not read then thrown away. It's used for months at a time!

That's why it's the distribution that counts! We put your business in front of Tampa Bay area families by placing our Kids' Directories strategically, where parents will find and read them. To verify accuracy of distribution, we personally distribute the directories each month to over 500 locations that target your active buyers month after month. We publish a minimum of 12,000 copies monthly. Highly targeted means you are advertising to your most likely customers, which means more return on your advertising investment!

Here's a sampling of places where you can expect to find the Kids' Directory:

- Pediatricians • Pediatric Dentists • Orthodontists • OB/Gyn Offices
- Hospitals • Daycares & Preschools • Children's Retail Shops • Dance, Gymnastic & Karate Studios • Libraries • Birthday Party Venues
- Restaurants • Anywhere & Everywhere that you will find moms, kids and families!

Reserve Your Space Now!

PLEASE CONTACT:

Fred or Christine Stahl
Co-Publishers

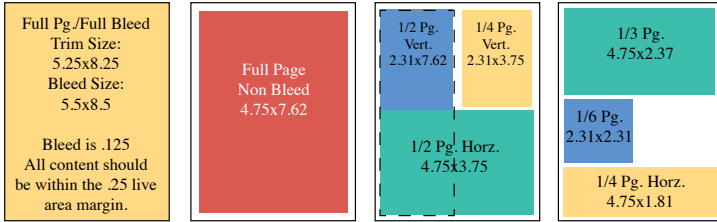
727-744-6241



Size Matters

We always offer full **COLOR** advertising on glossy paper stock (not newsprint!), at the best rates in the market. And it's sized perfectly, by design, to fit in a purse or glove box! Plus, it's easy to read and easily accessed by our valued readers!

Use the following size charts to select the appropriate size for your advertising needs.



Monthly Rates

All ads are full color and run for a minimum of 2 months.

Consecutive Monthly Rates	1/6	1/4	1/3	1/2	Full
Open Rate	\$125	\$165	\$235	\$295	\$575
Monthly	\$95	\$140	\$210	\$270	\$525
12 Month Full-Time	\$90	\$125	\$190	\$245	\$475

*Premium placement and cover feature are not included in above pricing. Call for availability and pricing.

It just makes \$ense to advertise in the Tampa Bay Kids' Directory!

Your Ad

Our art department can design a "business building" ad for you at a production fee of \$45.00, which includes two revisions. You may provide us with logos, pictures, and copy of what your ad should feature.

If you are submitting your own ad design, please adhere to these guidelines to avoid additional fees. Accepted file types: .psd, .ai, .tif, .pdf or .jpg. Files must be 300 dpi. We do not accept ads in Microsoft Publisher, Word, or Pagemaker.

Deadline

The Kids' Directory is a monthly publication. All space reservations and/or changes must be received in writing by the 10th of the month, for the following months publication. Should you wish to change your advertising schedule, 60 days notice must be given prior to the ad deadline.

All copy is subject to approval by publisher. Advertising not deemed in the best interest of the publication, shall be rejected. All ads created by our art department remain the property of Tampa Bay Kids' Directory and may not be reproduced without the publisher's express written permission.

Tampa Bay Kids' Directory introduces the COOL Perks Program!

This new program is designed to drive more traffic to your business. Here's how it works: Parents sign up on our website to receive their **FREE** COOL Perks card and then present it to participating Kids' Directory advertisers to receive their current perk or special offer...it's that simple!



All perks or special offers are at the discretion of the business owner...you are in control! We list your perk or special offer on our website, which can be updated monthly at your direction. It will also be sent out through a monthly email blast to let parents know what's new at your business each month! And...it's **FREE** to parents and it's **FREE** to **YOU!**

Just another way that Tampa Bay Kids' Directory is working hard for you! But, did you know that with your monthly advertisement, you get lots of other **EXTRAS** for **FREE** too?

- **FREE** advertising on our website...your very own page to showcase your business!
- **FREE** link to your email and website from the Kids' Directory site!
- **FREE** publicizing of your events on our website!
- **FREE** posts on Facebook!
- **FREE** posts on Blog!
- **FREE** advertiser spotlight in newsletter!
- **FREE** COOL Perks Program!
- **FREE** rotating web banner on our home page with a link to your information page for your 1st month of advertising!



The Kids' Directory is absolutely the **BEST VALUE** for your advertising dollar!

