



ParentMap

2020 PRINT DEADLINES + SPECS

Issue	Final Ad Due	Distribution
JANUARY	12/6	12/27
FEBRUARY	1/9	1/29
ParentMap SUMMER	1/14	1/31
MARCH	2/10	2/27
APRIL	3/10	3/27
FAMILY ADVENTURE GUIDE	3/26	4/17
MAY	4/6	4/28
SEATTLE BABY	4/27	5/26
EASTSIDE BABY	5/4	5/26
JUNE	5/11	5/29
GOLDEN TEDDY/DIRECTORY	6/1	6/19
JULY	6/9	6/26
AUGUST	7/13	7/30
NWAIS SCHOOLS GUIDE	8/3	9/11
SEPTEMBER	8/11	8/28
LEARNING	8/27	9/18
OCTOBER	9/8	9/29
FAMILY ADVENTURE GUIDE	9/28	10/20
NOVEMBER	10/9	10/30
DECEMBER	11/6	11/25

Ad Sizes

FULL PAGE

No bleed:

8.2" W x 10" H

With bleed:

Print area is 9" W x 10.875" H

PLUS ADD 1/4" bleed all sides

(final dimensions will be

9.5" W x 11.375" H)

For Annual Guides:

No bleed: 8.25" W x 10.5" H

With bleed: Print area is 8.75" W x 11" H

PLUS ADD 1/4" bleed all sides

(final dimensions will be

9.25" W x 11.5" H)

3/4 V

6.25" W x 10" H

1/8 V

1.87" W

x 5" H

1/2 V

4" W x 10" H

1/4

4" W x 5" H

1/16

1.87" W x 2.33" H

1/8 H

4" W x 2.33" H

1/2 H

8.2" W x 5" H

Family Adventure Guides

Size

Full page:

No bleed: 7.5" W x 8.375" H

With bleed: Print area is 8" W x 9" H

PLUS ADD 1/4" bleed all sides (final dimensions will be 8.5" W x 9.5" H)

1/2 page V: 3.625" W x 8.375" H

1/2 page H: 7.5" W x 4" H

1/4 page: 3.625" W x 4" H

FINE PRINT

- All ParentMap rates shown are per month/per issue.
- Annual guide rates are one-time rates. All annual guide ads guarantee print listings.
- All rates are net; agency will gross up the rates accordingly.
- Production charge for ad design: \$75/hour (\$50 minimum).
- Premium placement: Additional 15% for full-page ads on pages three, five, inside back cover and back cover.
- Print ads must be CMYK, 300 DPI, print-ready PDF files; contact production@parentmap.com for detailed specifications and a link to printer PDF settings.

