

Parent Map

PNW INSIDE + OUT

2021 PRINT DEADLINES + SPECS

Issue	Final Ad Due	Distribution
JANUARY	12/4	12/29
FEBRUARY	1/6	1/27
MARCH	2/8	2/26
SUMMER GUIDE	2/19	3/31
APRIL	3/8	3/29
SUMMER FAMILY ADVENTURE GUIDE	3/25	4/29
MAY	4/8	4/29
SEATTLE BABY	4/6	5/26
EASTSIDE BABY	4/13	5/26
JUNE	5/6	5/28
INSIDER'S GUIDE	6/1	6/29
JULY	6/8	6/29
AUGUST	7/8	7/29
SEPTEMBER	8/6	8/27
NWAIS SCHOOLS GUIDE	8/4	9/29
LEARNING	8/26	9/29
OCTOBER	9/2	9/29
WINTER FAMILY ADVENTURE GUIDE	9/21	10/20
NOVEMBER	10/6	10/28
DECEMBER	11/4	11/29

NEW Ad Sizes

FULL PAGE

No bleed:

8" W x 9.75" 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: 7.25" W x 9" H

With bleed: Print area is 8.25" W x 10.5" H

PLUS ADD 1/4" bleed all sides

(final dimensions will be

8.75" W x 11" H)

3/4 V

6" W x 9.75" H

1/2 V
3.85" W
x 9.75" H

1/8 V
1.85" W
x 4.85" H

1/4
3.85" W
x 4.85" H

1/8 H
3.85" W
x 2.25" H

1/2 H
7.75" W x 4.85" H

Calendar Ads

Native

includes 2.5" W x 2.5" H photo, event name, event date(s), text up to 150 characters and website link (must be short URL)

Vertical

1.85" W x 8.4" H

Horizontal

8" W x 2" 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

- Production charge for ad design: \$75/hour (\$50 minimum).
- 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.

