

# ParentMap

## 2019 PRINT DEADLINES + SPECIFICATIONS

ISSUE	FINAL AD DUE	DISTRIBUTION
JANUARY	12/7	12/28
FEBRUARY	1/9	1/31
PARENTMAP SUMMER	1/11	2/27 (with MAR issue)
MARCH	2/6	2/27
APRIL	3/11	3/28
FAMILY ADVENTURE GUIDE	3/19	4/26 (with MAY issue)
MAY	4/8	4/26
JUNE	5/13	5/30
AWARDS/DIRECTORY	5/30	6/27 (with JUL issue)
JULY	6/7	6/27
AUGUST	7/11	7/30
SEPTEMBER	8/12	8/29
PARENTMAP LEARNING	8/26	9/27 (with OCT issue)
OCTOBER	9/9	9/27
FAMILY ADVENTURE GUIDE	9/24	10/30 (with NOV issue)
NOVEMBER	10/10	10/30
DECEMBER	11/7	11/26

\*SUBJECT TO CHANGE

### Ad Sizes: Monthly Magazine + Annual Guides

All ads must be CMYK, 300dpi, print-ready PDF files.

*Note that for our Annual Guides, full page ad specs are slightly different than for our regular monthly editions.*

**FULL**  
No bleed: 8.2" w x 10" H  
Bleed: Trim: 9" w x 10.875" H PLUS ADD 1/4" bleed all sides (final dimensions will be 9.50" w x 11.375" H)  
For Annual Guides FP: No bleed: 8.25" w x 10.5" H Bleed trim: 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

**1/2 V**  
4" w x 10" H

**1/8 V**  
1.87" w x 5" 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 Guide ad sizes not shown here. Please see ad sizes below.

### Ad Sizes: Family Adventure Guides

#### Size

Full Page: 7.5" W x 8.375" H

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

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

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

### THE FINE PRINT

- All ads must be CMYK, 300dpi, print-ready PDF files; contact [production@parentmap.com](mailto:production@parentmap.com) for detailed specifications and a link to printer PDF settings.
- Ad production to create or update an ad is \$75/hour with a \$50 minimum charge.
- Two rounds of proofs included with production; additional proofs \$25 each.
- If we do not hear from you by ad deadline we will pull and run your most recent ad on file.