

NEW FORMAT • NEW SIZES FOR 2018



ADVERTISING RATES

FULL COLOR

	<u>1X</u>	<u>3 X</u>	<u>6 X</u>	<u>12 X</u>
Full page	\$900	\$750	\$700	\$650
1/2 page	\$500	\$410	\$385	\$360
1/4 page	\$300	\$230	\$210	\$190
1/8 page	\$180	\$130	\$120	\$110

Rates are per ad per month. Net rates, non-commissionable.

Add 15% for back page; 10% for preferred position

MONTHLY DEADLINES

- Ad space reservation & ad artwork deadline is the **15th of the month** prior to publication.

- Calendar, editorial and ad artwork deadline is the **20th of the month** prior to publication

OUR READERS

More than **36,000 readers** look to Lee County Family News every month in print & online. It is the local **EVENT MAGAZINE** for young families in Lee County. A bright and colorful tabloid news magazine for moms, it features stories, vital information, photos of current and upcoming community, school and family events.

Moms of all socio and economic backgrounds turn to Family News every month in record numbers to find out what children's events are taking place in Lee County.

All moms want to know what to do specifically with their children, and our comprehensive monthly calendar is specialized for activities with & for kids.

WHERE TO GET THE MAGAZINE

Family News is available free each month at more than **350 LOCATIONS** in Fort Myers, Bonita Springs, Cape Coral, Estero, Lehigh Acres, Sanibel, Fort Myers Beach and Pine Island at private schools, charter schools, Lee County libraries, child care centers, toy stores, doctors' & dentists' offices, restaurants and special attractions.

239-278-5236

or e-mail us at

leefamilynews@earthlink.net

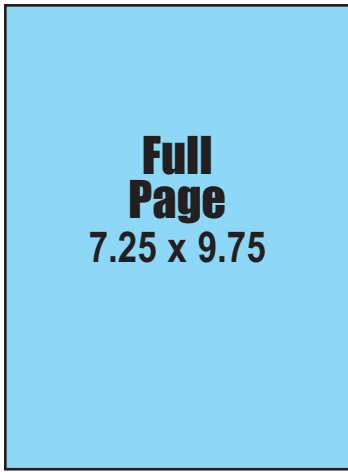
www.LeeFamilyNews.net

KMK Publishing Inc.

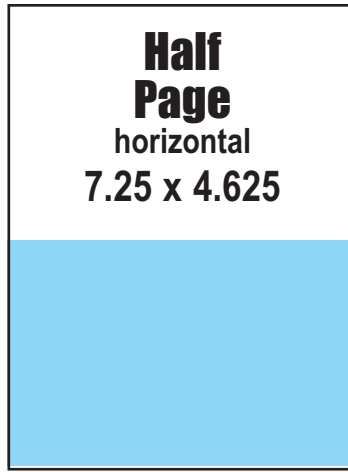
PO Box 9285,
Fort Myers, FL 33902



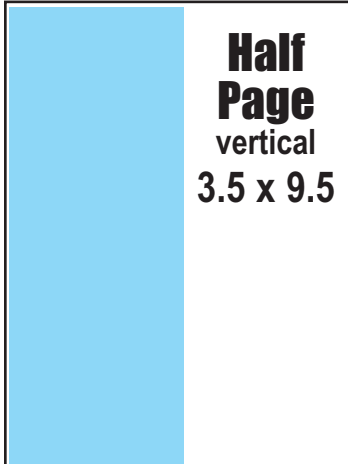
REACH LOCAL MOMS LOOKING FOR ACTIVITIES FOR KIDS



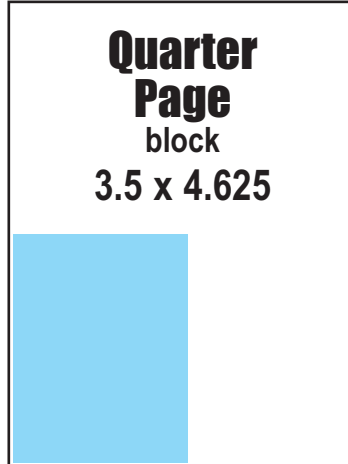
Full Page
7.25 x 9.75



Half Page
horizontal
7.25 x 4.625



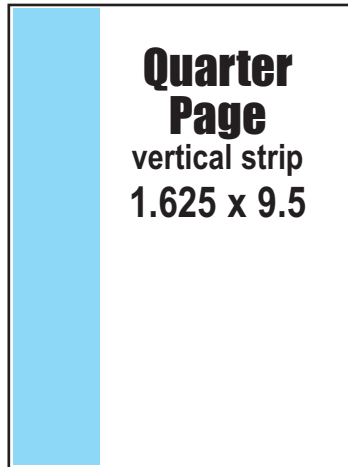
Half Page
vertical
3.5 x 9.5



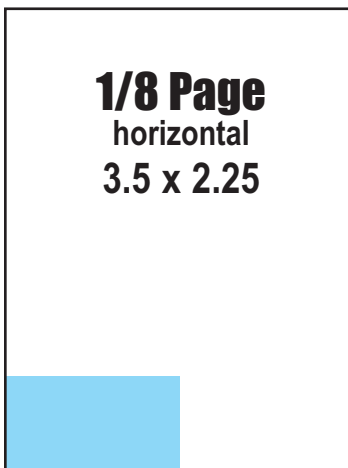
Quarter Page
block
3.5 x 4.625



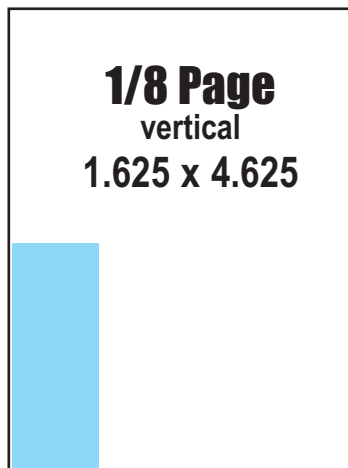
Quarter Page
horizontal strip
7.25 x 2.225



Quarter Page
vertical strip
1.625 x 9.5



1/8 Page
horizontal
3.5 x 2.25



1/8 Page
vertical
1.625 x 4.625



Promoting kid friendly activities since 1991

Choose from EIGHT different ad sizes

<u>SIZE</u>	<u>WIDTH X HEIGHT</u>
Full page	7.25" X 9.75"
1/2 page (horizontal)	7.25" x 4.625"
1/2 page (vertical)	3.5" x 9.5"
1/4 page (block)	3.5" x 4.625"
1/4 page (horizontal strip)	7.25" x 2.225"
1/4 page (vertical strip)	1.625" x 9.5"
1/8 page (horizontal)	3.5" x 2.25"
1/8 page (vertical)	1.625" x 4.625"

Ad space reservation DEADLINE

15th of the month
prior to publication

Ad artwork DEADLINE

20th of the month
prior to publication

Call 239-278-5236

leefamilynews@earthlink.net

www.LeeFamilyNews.net

