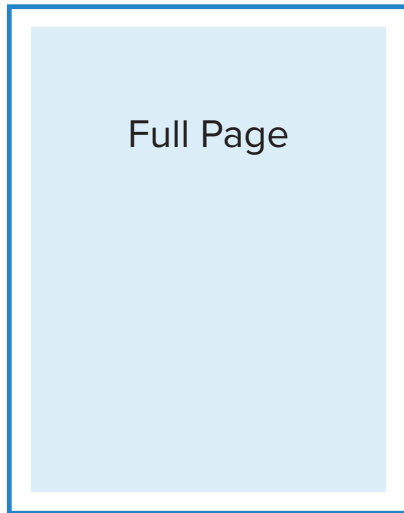
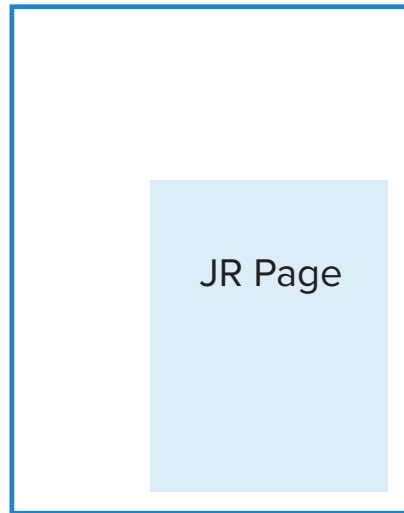


WASHINGTON PARENT | Magazine Specifications



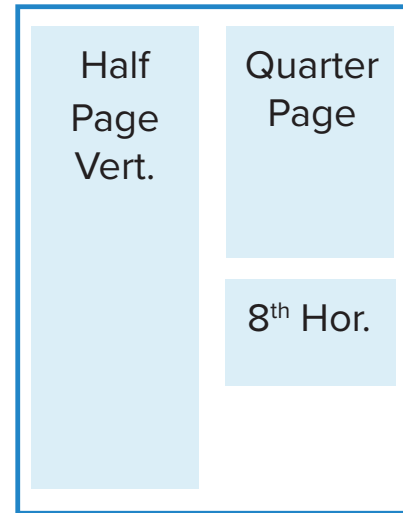
Full Page

FULL PAGE
7.25" x 9.75"



JR Page

JR. PAGE
4.875" x 7.50"

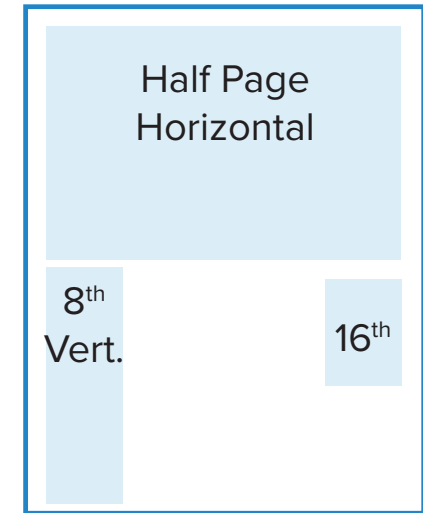


Half Page Vert.

Quarter Page

8th Hor.

1/2 V
3.56" x 9.75"
1/4
3.56" x 4.812"
1/8 H
3.56" x 2.34"



Half Page Horizontal

8th Vert.

16th

1/2 H
7.25" x 4.812"
1/8 V
1.72" x 4.812"
1/16
1.72" x 2.34"

FILE REQUIREMENTS:

- [PREFERRED] Print quality pdf without spot colors
- Print quality jpg, tiff or eps at 300 dpi (min)
- CMYK or black (black text must be 100% black NOT 4-color build)
- All fonts embedded (pdf) or outlined (eps)
- A small border may be added to borderless ads
- Do NOT include printer marks: bleed or crop marks

TIPS:

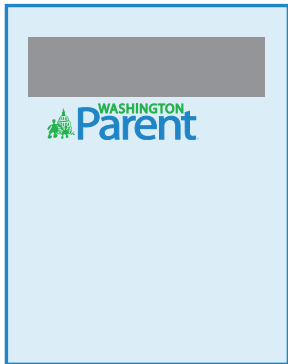
- ▶ Do not use spot color with transparency. Change all Pantone spot colors to CMYK.
- ▶ Do not use color for small text.
- ▶ Do not use small thin reversed text.

ALL DIMENSIONS: WIDTH X HEIGHT

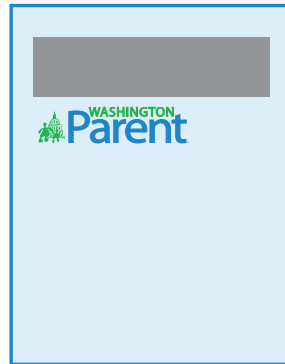
Submit all files to your marketing representative or ask how to upload to our Client Center.

WASHINGTON PARENT | Website Specifications

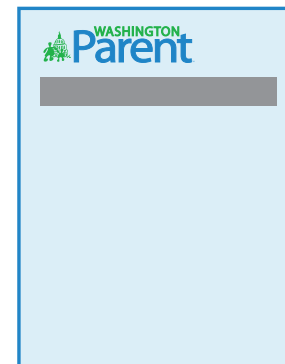
washingtonparent.com



BILLBOARD
ROS OR CATEGORY/
ARTICLE
SIZE: 970 x 250
FILE TYPE: jpg or png
FILE SIZE: 100k max
LINK: Website URL



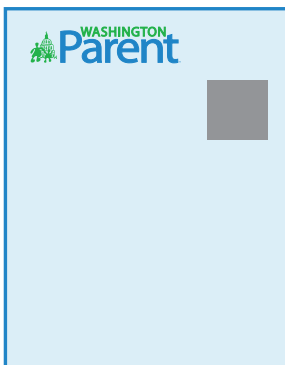
CUBE BILLBOARD
ROS OR CATEGORY/
ARTICLE
SIZE: 970 x 250
IMAGES: 6 photos (will rotate), jpg or png, company logo
TEXT: 4-6 sentences to promote company (max 10 words per sentence)
LINK: Website URL



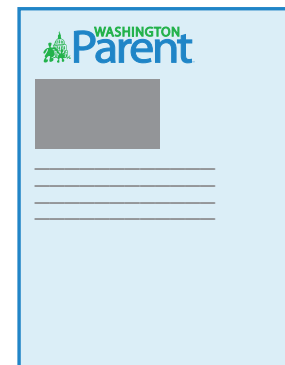
SUPER LEADERBOARD
ROS OR CATEGORY/
ARTICLE
SIZE: 970 x 90
FILE TYPE: jpg or png
FILE SIZE: 100k max
LINK: Website URL



IN-STORY LEADERBOARD
MIDDLE OF ALL ARTICLES
SIZE: 728 x 90
FILE TYPE: jpg or png
FILE SIZE: 100k max
LINK: Website URL



TILE
ROS OR CATEGORY/
ARTICLE RIGHT HAND RAIL
SIZE: 300 x 250
FILE TYPE: jpg or png
FILE SIZE: 100k max
LINK: Website URL



PREMIUM LISTING (STATIC)
TOP OF GUIDE PAGE + MICROSITE
IMAGE: 800 x 600
PROVIDE: description text (500 words max), social links, website URL

All dimensions are pixels wide x pixels tall.

All website ads rotate per space unless otherwise noted.

CATEGORY/ARTICLE ADS:

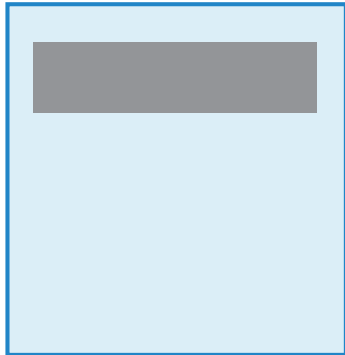
GENERAL PARENTING • SPECIAL NEEDS • CAMPS & CLASSES • EDUCATION • FAMILY FUN

Web ad will run on Category Page and any articles associated with category

Submit all files to your marketing representative or ask how to upload to our Client Center.

WASHINGTON PARENT | Email Specifications

eNewsletter and eBlast



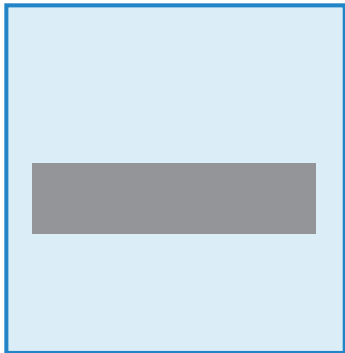
LEADERBOARD

SIZE: 620 x 90

FILE TYPE:

jpg or png

LINK: One URL



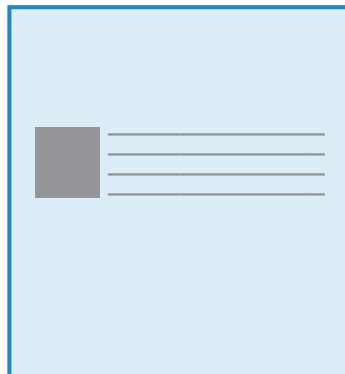
INLINE BANNER

SIZE: 620 x 90

FILE TYPE:

jpg or png

LINK: One URL



WRITE-UP AD

IMAGE: 200 x 150

HEADLINE:

One short line

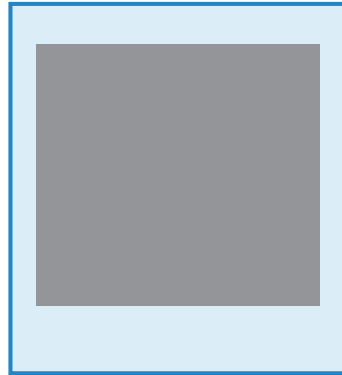
TEXT:

50 word max

LINK: Website

URL

DEDICATED EBLAST



SIZE: 640 x 840 (max)

FILE TYPE: jpg or png

FILES SIZE: 100K max

LINK: Website URL

SUBJECT LINE: 3-5 words of catchy text

PREHEADER: 3-5 words

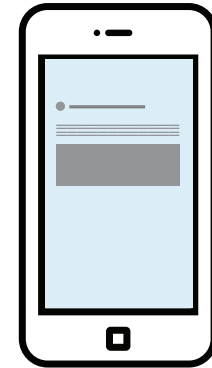
IF WASHINGTON PARENT IS TO CREATE ELAST PROVIDE (instead of 640 x 840 image):

- 1-3 images (jpg or png)
- headline
- body text (up to 500 words)
- 1-3 URL links

SUBJECT LINE: 3-5 words of catchy text

PREHEADER: 3-5 words

Facebook Specifications



SPONSORED FACEBOOK POST

HEADLINE: One short line

TEXT: 30-50 word max

LINK TO FACEBOOK PAGE

IMAGE SPECS:

1200 x 630 jpg or png

No text on image

Make it an exciting image to catch attention (not just a logo)

Submit all files to your marketing representative or ask how to upload to our Client Center.