

Central Kentucky's Pregnancy Resource



2010 Rate Card



### **Mission:**

Become the primary source for local baby-related information, services and products by reaching expectant parents early in their pregnancy.

## **Included in this publication...**

- Directory of baby-related shops and services in Lexington
- Tips and “been-there-done-that” stories from local moms

## **Why advertise with us?**

Unlike other weekly or monthly publications, we offer:

- Staying Power – We are a companion to expectant moms throughout their pregnancy.
- Highly Targeted – We reach an attentive, motivated new audience..



## **Deadlines**

Space reservation deadline is May 28, 2010.

Digital ads must be submitted by June 11, 2010.

Publication will be delivered starting August 2010.

## 2010 Advertising Rates

Back page* <sub>(4-color)</sub> .....	\$2950
Inside front* <sub>(4-color)</sub> .....	\$2150
Inside back* <sub>(4-color)</sub> .....	\$2050
Full Page <sub>(4-color)</sub> .....	\$1350
Half page <sub>(4-color)</sub> .....	\$750
Quarter page <sub>(4-color)</sub> .....	\$550

\*Premium positions are available on a first-come, first-serve basis.

## Digital Art Guidelines

If submitting camera-ready digital files, please note the following instructions:

- Files under 3MB can be e-mailed to [ads@babyinthebluegrass.com](mailto:ads@babyinthebluegrass.com)
- PDFs are recommended. Native files must be compatible with Adobe CS3 for Mac.
- CDs or prints should be sent to the Serif Group,  
207 East Reynolds Road, Suite 210  
Lexington, KY 40515

## Ad sizes: (width x height)

Back page: 5.5" x 8.5" (full bleed; add 1/8" for bleed)
Inside front: 5.5" x 8.5" (full bleed; add 1/8" for bleed)
Inside back: 5.5" x 8.5" (full bleed; add 1/8" for bleed)
Full page: 4.5" x 7.5" (non bleed) 5.5" x 8.5" (full bleed; add 1/8" for bleed)
Half page: 4.5" x 3.7"
Quarter page: 4.5" x 1.8"

## Distribution

Central Kentucky hospitals deliver more than 8,000 babies every year, and *Baby in the Bluegrass* is working with OB/GYN offices to ensure that everyone having a baby in the Bluegrass gets a copy of the book during their pregnancy.

We anticipate mothers will use *Baby in the Bluegrass* as a guide for where to shop, who to call and what to plan for while having a baby in Central Kentucky.



[www.babyinthebluegrass.com](http://www.babyinthebluegrass.com)



## Contact

Serif Group (publishers of Baby in the Bluegrass)

207 East Reynolds Road, Suite 210

Lexington KY 40517

(859) 271-0701

[www.serifgroup.com](http://www.serifgroup.com)

