

PIKES PEAK PARENT

Advertising rates: Card #10, effective January 1, 2008



Pikes Peak Parent Magazine: What's for dinner? I'm bored! There's nothing to do! At a time when more demands are put on parents and children, Pikes Peak Parent is the monthly news magazine where families go to stay in the know. With features like a comprehensive calendar of family events and informative stories on issues that impact not only families, but the communities in which they live, Pikes Peak Parent has something for everyone.

SIZE	MEASUREMENTS	OPEN	6X	12X
Full	10.11" x 10.25"	\$1,424.28	\$1,068.21	\$854.57
3/4 Page V	7.54" x 10.25"	\$1,068.21	\$801.16	\$640.93
1/2 Page H	10.11" x 5.04"	\$712.14	\$534.11	\$427.28
1/2 Page V	4.97" x 10.25"	\$712.14	\$534.11	\$427.28
3/8 Page V	4.97" x 7.64"	\$534.11	\$400.58	\$320.46
1/4 Page SQ	4.97" x 5.04"	\$356.07	\$267.05	\$213.64
1/4 Page V	2.43" x 10.25"	\$356.07	\$267.05	\$213.64
3/16 Page V	2.43" x 7.64"	\$267.05	\$200.29	\$160.23
1/8 Page H	4.97" x 2.43"	\$178.04	\$133.53	\$106.82
1/16 Page SQ	2.43" x 2.43"	\$89.02	\$66.76	\$53.41

Ads canceled after deadline will be charged 50% of the cost of the ad.
1a. Open rate: \$24.77 pci Frequency discounts apply.



Color: Increase the visibility of your ad. A color ad boosts in-depth reading 60% compared to a black and white ad. (NAA, DECEMBER 2007)

One spot \$100.00
Full color \$275.00

Full color only available for ads 7" or larger. Spot color limited to 7 specific colors. Dollar Volume Discounts apply. Frequency Value Package discounts apply. Color is on an "as available" basis and may be cancelled by The Gazette as necessary. Cancelled color ads will run automatically as black and white and the color charges credited.

Frequency Value Rates: Save! You have the opportunity to get your message to thousands of readers. Schedule your ad in multiple products to multiply results, and save big!

Pick-up ad from The Gazette into Parent:
\$17.34 pci

Pick-up ad from Parent into The Gazette:
\$13.95 pci (Thurs. Metro Section Only)

Pick-up from Parent into YourHub: **\$6.91** pci

Pick-up from YourHub into Parent: **\$14.86** pci