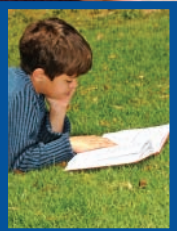


**FREE!**

*San Antonio*  
**Kids'**  
**DIRECTORY**

**Products & Services for Families in San Antonio and Surrounding Areas**

Exclusively Reaching Parents  
**Online & In Print!**



**MEDIA GUIDE**



# Welcome to the Kids' Directory

*The Kids' Directory is a free shopping magazine for families, designed to inform them about useful products and services.*

## **Our Mission:**

Our mission is to support, encourage, and provide resources and services to enhance local families' lives in the greater San Antonio Metro area. We plan to grow our magazine continuously by being the favored resource for ALL Families, and ALL Businesses providing services to children and their parents.

- FREE Monthly Publication
- Full Color Ads
- High Quality Print
- Affordable Ad Rates
- Website Advertising
- Targeted Distribution to 500+ locations

## **What We Offer:**

*The Kids' Directory* is a fun and colorful advertising magazine, with new issues distributed every month. Those who have children, are expecting a child, or those who have children among their family and friends will find places and products of interest in the Kids' Directory.



We are locally owned and operated and each month you'll find that our full-color guide is filled with what families need for their busy lifestyles. It's FREE and we've made it just the right size to fit inside a purse or glove box for easy access.

Our publication is backed by a proven track record. We have more than 90 Sister Publications throughout the nation. Our national publisher, Hidden Values Inc., has more than 20 years experience in the target marketing industry. For more information go to [www.hiddenvalues.com](http://www.hiddenvalues.com).

## **Why Advertise with Us:**

*The Kids' Directory* is an effective venue for illuminating your business. Our targeted marketing is dedicated to helping you get results with a minimum investment. We offer a wide range of advertising packages to fit YOUR budget.



**We ALWAYS OFFER COLOR ADVERTISING AT THE BEST RATES IN THE MARKET with a HIGH QUALITY PRODUCT!**

PLUS, you will receive increased exposure through our website. We offer the opportunity for all of our advertiser's ads to be seen on our website.

Our advertising professionals are here to listen to you and what your business needs in order to formulate not just an "ad," but an actual "Ad Campaign." Together with you, we will keep the public interested in You, Your Product, and Your Promotions.

### **Our Promise:**

Our promise to you, as your entrusted source for reaching your target audience, is the committed attention in meeting your advertising needs based on your specifications. With a dedicated staff that is there to custom design your vision, we hereby make the promise to provide the best customer service and the best business relationships, for your print media needs.

### **Distribution:**

Our distribution sites are results oriented, so we change our sites and quantities based on the monthly results of each location. Our goal is to always have 100% of our directories taken home and used!

You will find us in 500+ locations throughout the greater San Antonio area including: Boerne, Helotes, Leon Springs, Bulverde, Schertz, and New Braunfels.

We also distribute in the Northside Independent School District Elementary Schools and the North East Independent School District Elementary Schools.



### **You Will Find Us In:**

- North East Independent School District Elementary Schools
- Northside Independent School District Elementary Schools
- H.E.B. Grocery Stores
- Santikos Movie Theaters
- Private Schools
- Daycare Centers
- Restaurants
- Libraries
- Pediatrician Offices
- Family Doctor's Offices
- Dentists
- Book Stores
- Hospitals
- Retail Shops
- YMCA's
- All of our Advertisers...

And at a wide variety of other locations where parents can be found.

**We truly are the perfect, affordable, full-color advertising medium to reach All Families In The Greater San Antonio Area.**

Ad Sizes	Width	Height
Trim Size	5.25"	8.25"
Full Page with Bleed	5.75"	8.75"
Full Page Live Area	4.75"	7.625"
3/4 Page	4.75"	5.8125"
1/2 Page Horizontal	4.75"	3.75"
1/2 Page Vertical	2.312"	7.625"
1/4 Page Horizontal	4.75"	1.812"
1/4 Page Vertical	2.312"	3.75"
1/8 Page	2.312"	1.812"
1/6 Page	2.25"	2.75"

Ad Rates (Monthly Rates)	
Full Page - Best Value!	\$500
3/4 Page	\$395
1/2 Page	\$275
1/4 Page	\$150
1/6 Page	\$100
1/8 Page	\$80

\*Rates are per issue and are subject to change.

### Frequency Discounts, Specials and Front Cover:

Specials are available for 6 and 12 month contracts. Ask me how your business can be featured on our Front Cover. Please call 210-764-9333 for details.

### Digital Guidelines and Submission Requirements:

When supplying images and/or logos for use in your ad or if you are supplying a print-ready ad, please adhere to the guidelines below to ensure successful reproduction and to avoid additional fees.

All photos, logos and print-ready ad materials must be submitted as CMYK at a resolution of 300 dpi or higher with all fonts embedded or turned into outlines. Print-ready ads must be designed to the exact ad size specifications listed above. For full page bleed ad designs make sure all text is within 1/4" (.25") of the trim size. Please note, we do not make changes to print-ready ads. If changes are required, you will need to submit a new file with changes already completed.

Accepted File Formats include high-resolution .eps, .tif, .pdf, or .jpg.

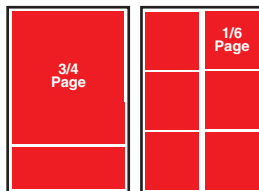
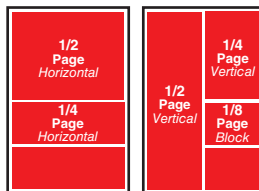
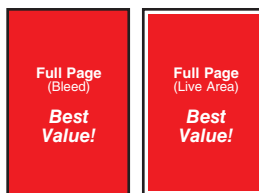
Artwork may be submitted on disk or via email. All design changes must be received by the deadline provided, typically the 8th of every other month. All copy is subject to approval by publisher, San Antonio Kids' Directory is not responsible for services and products provided by advertisers.

### Need an Ad?

No ad, no problem, our art department will design an ad for you. Provide us with your logo and any other text or photography you may want to appear in your ad.

**All Ad Creations are \$40**

*All logos and photography must be submitted according to our digital guidelines above.*



### Printing:

The Kids' Directory is printed two issues at a time. Artwork and changes must be submitted by no later than the 8th of the printing month:

#### Printing Schedule Deadlines

Issues	Ad Deadline
Jan/Feb .....	December 12 <sup>th</sup>
Mar/Apr .....	February 12 <sup>th</sup>
May/Jun .....	April 12 <sup>th</sup>
Jul/Aug .....	June 12 <sup>th</sup>
Sep/Oct .....	August 12 <sup>th</sup>
Nov/Dec .....	October 12 <sup>th</sup>

### Contact:

Kathy Faktor,  
 Publisher/Owner  
 San Antonio Kids' Directory  
 210-764-9333  
 publisher@sakidsdirectory.com

Thank you for choosing Local Families' preferred publication,  
**San Antonio Kids' Directory!**