

Advertising That Works...Better!

We reach new buyers each month by placing DFW Kids Directory where they get picked up!

- Every Kids Directory Advertiser
- Physicians & Dentists
- Hospitals & Labor-Delivery (selected)
- Parent Groups & Clubs (as requested)
- Daycares, Pre-Schools, Moms-Day-Out (as requested)
- Baby Fairs & Expos
- Family-Friendly Restaurants (selected)
- over 500 targeted locations per edition!

The following cities are geographically included based on our two editions with additional cities as determined:

DFW EAST CITIES: Dallas, Garland, Rockwall, Rowlett, Mesquite, Irving, Sachse, Plano, Allen, McKinney, Frisco, Richardson, Carrollton, Farmer's Branch, The Colony, Aubrey, Lewisville, Flower Mound, Highland Village, Corinth and Denton.

DFW WEST CITIES: Fort Worth, White Settlement, Bedford, Euless, Hurst, Grapevine, Keller, Southlake, Trophy Club, Arlington, Mansfield, Crowley, Burleson and Cleburne.

Full Page/Full Bleed
Trim size:
5.25" x 8.25"
Bleed size:
5.5" x 8.5"

Bleed is .125"
All content should
be within the .25"
live-area margin

Full Page
Non Bleed
4.75" x 7.625"

Size Matters!
Our easy-to-use format measures
5.25"W x 8.25"H. Use the following size
charts in order to select the appropriate
size for your message.

1/8 Pg. Ads also used for Specialty Pages including
Consignment, Home Based Business, Camps, Restaurants
(among others) as announced and when needed.

Horizontal 1/4 Pg.
4.75" x 1.75"

3/4 Page
4.75" x 5.5"

1/8 Pg.
2.25" x
1.75"

Vertical
1/2 Pg.
2.25" x
7.625"

Vertical
1/4 Pg.
2.25" x
3.625"

Horizontal
1/2 Pg.
4.75"
x
3.625"

Monthly Rates

Full Page: \$500	3/4 Page: \$400
1/2 Page: \$300	1/4 Page: \$175
1/8 Page & Specialty Location Ads: \$100	
Classified and Web only Listing: \$50	
Premium Placement: priced upon request	

The Fine Print

- All ads are full color and run for a minimum of 4 months, after which your ad will continue to run until you contact us for cancellation according to our deadlines.
- The DFW Kid's Directory is a monthly publication, but it is printed bi-monthly. Each printing deadline includes two separate monthly issues. The six print deadlines occur on the 12th day of the following months: February, April, June, August, October and December. All new ads, ad changes and cancellations are due in writing by these dates unless other arrangements are agreed to in advance.
- Please request a copy of our Digital Specifications if you wish to submit a print-ready advertisement.
- All ads created or modified by us remain the property of DHG Publications, Inc., and may not be reproduced without the publisher's express permission.



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Your business deserves...

...Better Results!



The DFW Kids Directory is a full-color monthly Family Resource Guide published by local parents who know what area parents are looking for.

Our philosophy is simple: fast answers for busy parents, and advertising response for our clients. The result is a cost-effective, highly targeted option for today's advertiser.

Here's why you should consider advertising in DFW Kids Directory:

"When we first opened our store over 10 years ago we ran a full page. We had such good results we quickly expanded it to a double page spread where we have been ever since. They bring us lots of business."

Jill and Kristi – Cat in the Fiddle

"When Don first came to our store over 12 years ago we took out a full page ad. We have been with him ever since. We have such great results that we dropped all other advertising. When customers come to our store they have the [DFW] Kids Directory with them. We even get calls from out-of-state asking about merchandise that we ran months ago. It is the best form of advertising."

George and Nellie Rangel – Baby World

"[DFW] Kids ad was a great source for my biz but once I took it down, I really saw exactly how much because my phone almost NEVER rang! Now I am back!"

Stacy Munir – Howdy Baby Billboards

"Thanks to the DFW Kids Directory - they have helped my business to grow over the years. When we ask our customers where did you hear about us the majority say the [DFW] Kids Directory. Thank you Don for our success."

Debbie McGaffey – You and Me Babe

"I get calls weekly from the DFW Kids Directory. It always pays for itself every month. Since I started in November 2005 I haven't missed a month since!"

Lori Dodson - Lori Dodson Designs

Digital Specifications...



Our full color production process utilizes a digital 'straight-to-plate' output system.

All print-ready designs must be submitted digitally using CDs or email.

We accept design work in Apple Macintosh (OS X) or PC versions of Adobe Creative Suite (InDesign, Illustrator or Photoshop) or file formats of .psd, .tif, .ai, .eps, and .jpg, or high resolution .pdf.

Camera-ready paper ads and negatives are not accepted.

Files are accepted from other Apple Macintosh and PC-based programs only when saved as a high-resolution .pdf or .jpg. Please make sure all graphics and fonts are embedded.

If your ad requires corrective work, this may result in a charge.

Production Check List

- ◆ Double-check ad size. Dimensions are shown below
- ◆ All files and scans must be **CMYK** and at least **300 DPI**
- ◆ Acceptable formats: .psd, .tif, .ai, .eps, .jpg or .pdf
- ◆ Include native document
- ◆ Save with bleed. No crop marks, registration or color bars, please.
- ◆ Include all fonts, logos, graphics, art, & support files
- ◆ All ads will run for two months based on our printing schedule so plan accordingly.
- ◆ Other Programs:
 - ◆ Create a high-resolution .pdf of the ad with all graphics, fonts & colors (CMYK) embedded
 - ◆ Composite Color Proof to verify output text, art and color
- ◆ Submit ad to Kid's Directory by the 12th of the month via email to: kari@dfwkidsdirectory.com
Please also copy your DFW Kid's Directory representative when sending to graphic manager.

Ad Dimensions

Kid's Directory features a finished trim size of 5.25"W x 8.25"H. Ad dimensions are as follows:

Full Page Full-Bleed	Full Page Inset Margin	3/4 Page	1/2 Page	1/4 Page
Trim Size: 5.25"W x 8.25"H Bleed Size: 5.5"W x 8.5"H Bleed is .125" All content should be within the .25" live-area margin	4.75"W x 7.5"H	4.75"W x 5.5"H	(H) 4.75"W x 3.625"H or (V) 2.25"W x 7.5"H	(V) 2.25"W x 3.625"H or (H) 4.75"W x 1.75"H
		1/8 Page 2.25"W x 1.75"H		

Deadline

ISSUE CLOSING DATE the 12th OF THE FOLLOWING MONTHS:

December, February, April, June, August, October

Applies to space reservations and materials for new ads, plus changes to existing ad copy or size.

Print-ready ads are due by the 14th of the above months.