



**The Sierra Nevada Kids' Directory** is a targeted marketing program designed as a FREE FAMILY RESOURCE GUIDE. It is targeted both in concept and distribution to parents, expecting parents, grandparents and kids.

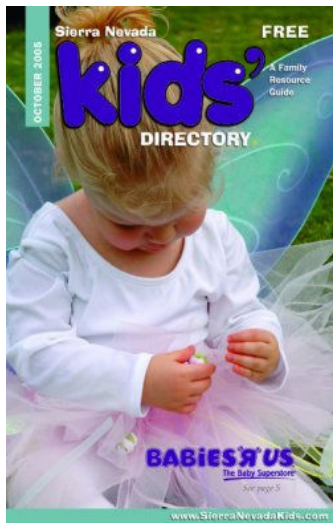
It is not a "magazine" or "newspaper" type format with articles, which are looked at and then thrown away. It is a small, easy to carry, full color resource guide for family activities that customers and clients can use for months.

## Smart advertising... *The Kids' Directory works!*

Already successful in over 200 cities across the USA, the Kids' Directory has a proven track record for increasing sales for business. **The Sierra Nevada Kids' Directory** uses the training and experience of its parent company to ensure success.

Directories are carried around for months, shared with friends and have a long shelf life. This means your advertising dollars will go further and bring you more customers for your money than any other publication.

Directories are found in Pediatrician Offices, OBGYN, Salons, Libraries and Retailers in Reno, Sparks, Lake Tahoe, Carson City and beyond. **The Sierra Nevada Kids' Directory** is guaranteed to reach active shoppers in your target market.





*The Sierra Nevada Kids Directory is now  
Offering Special Pages:*



## *PARTY PAGES*

**Do you offer products or services for Birthday Parties?**

**If so, then you need to be in the *Party Pages!***

- **Party Pages are separated from the other Kids Directory pages with a bright color background so that parents can find what they need for their upcoming party very quickly.**
- **Advertisers in this section are party locations, party entertainers and party suppliers.**
- **Your ad will be seen by parents in Reno, Sparks, Carson City, Lake Tahoe, Truckee, Fernley, Fallon, Minden and Gardnerville.**
- **Every ad is always full color and includes a link on our website and a spot in our monthly email newsletter to hundreds of parents in Northern Nevada who have signed up to receive information from our advertisers.**

**Contact The Kids Directory at [775-852-6114](tel:775-852-6114)  
or [Sales@SierraNevadaKids.com](mailto:Sales@SierraNevadaKids.com) to get started in the next issue!**

\*Only \$50 per month. 4 month minimum. All ads are 1/10 page size and can only promote party services. \*



# Advertising Agreement

748 S Meadows Pkwy Ste A9-175, Reno NV 89521

Phone: (775) 852-6114, FAX: (815) 850-1198

www.SierraNevadaKids.com - [Sales@SierraNevadaKids.com](mailto:Sales@SierraNevadaKids.com)

## Company Information

Company \_\_\_\_\_ Phone # \_\_\_\_\_  
 Contact \_\_\_\_\_ Fax # \_\_\_\_\_  
 Address \_\_\_\_\_ Email \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_ Website \_\_\_\_\_

## Kids Directory Ad

All ads are *full color*:  1/10 (Party Page)  1/8  1/4  1/2  Full

Rate (Per Month) \_\_\_\_\_

Ad to Run during months of \_\_\_\_\_ (*4 months minimum*)

Reserve Cover for Month of \_\_\_\_\_

Will Provide Printer Ready Artwork (*no charge*)

Need Artwork \*

(*\$35 to Create, Revisions \$5-\$20 depending on complexity*)

\* Ads created remain the property of the Kids Directory or ad rights may be purchased for a \$50 fee.

## Payment Information

**Credit card will be processed on the 1<sup>st</sup> of each billing month.**

MC  VISA  AMEX

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CODE (from back of card) \_\_\_\_\_

Name (as it appears on the card) \_\_\_\_\_

Signature of Company Representative \_\_\_\_\_

Title \_\_\_\_\_

Billing Address \_\_\_\_\_

*Billing is monthly (due the month prior to print date). Check payments must be paid two months in advance.*

**THIS AGREEMENT WILL AUTOMATICALLY RENEW UNLESS  
 CANCELLED BY THE ADVERTISER BEFORE THE PRINT DEADLINE**

***Cancellation of this agreement must be submitted in writing via mail or Email***

If in the course of the term agreement you wish to discontinue your monthly commitment, we will prorate the monthly invoice at the shorter term rate. That is, you will be charged the difference between the shorter-term rate for each month published and the rate paid under the contract. If the total difference is less than \$50, a \$50 cancellation fee will apply instead.

***I agree to the above advertising agreement with the Sierra Nevada Kids Directory:***

**Signature** \_\_\_\_\_ **Signature** \_\_\_\_\_, \_\_\_\_\_

**Title** \_\_\_\_\_ **Title** \_\_\_\_\_, The Kids Directory

**Date** \_\_\_\_\_ **Date** \_\_\_\_\_



## DIGITAL SPECIFICATIONS & CHECKLIST

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) versions of Adobe Creative Suite 2 (InDesign, Illustrator, or Photoshop) or file formats of .tif, .ai, eps, and .jpg, or high resolution .pdf.

Files are accepted from other Apple 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, it may result in a charge.

### PRODUCTION CHECK LIST

- Double check ad size. Dimensions are listed below.
- All files and scans must be CMYK (Not RGB) and 300 DPI to size
- Apple Macintosh (OS X) based systems:
  - Acceptable formats: .tif, .ai, eps, and .jpg, or high resolution .pdf.
  - Include native document
  - Save with bleed. No crop marks, registration or color bars.
  - Include all fonts, logos, graphics, art, and support files.
- Other Programs:
  - Create a high-resolution .pdf of the ad with all graphics, fonts and colors (CMYK) embedded.
- Composite Color Proof to verify output text, art and color.
- Submit ad to the Kids' Directory by the 5<sup>th</sup> of the deadline month. Files may be transmitted to [Graphics@SierraNevadaKids.com](mailto:Graphics@SierraNevadaKids.com).

### AD DIMENSIONS

Full Page-Full Bleed	Full Page Inset Margin	1/2 Page	1/4 Page	1/8 Page	Party Pages Ad
5.25" x 8.25"	4.75" x 7.5"	4.75" x 3.75" or 2.25" x 7.5"	2.25" x 3.75" or 4.75" x 1.75"	2.25" x 1.75"	2.25" x 1.375"