

ParentsGuide

Parents Guide of Las Vegas is the leading family magazine in Nevada.

Content: Each month Parents Guide highlights the events and activities that are most relevant to Las Vegas families. Health care and education are also critically important to Southern Nevada parents, which is why PGLV has partnered with some of the leading local educational and health care authorities to provide valuable editorial content that local parents want to read.

Distribution: Parents Guide is the most widely distributed family publication in the market. Of course we are available at hundreds of family-friendly locations (doctors offices, libraries, rec centers, etc.).

We have also invested heavily in paid/exclusive distribution agreements to reach high-traffic locations, including all Las Vegas area *Whole Foods, Albertsons, Smith's, Cici's Pizza* and *Family Music Centers*.

Finally, thousands of copies are distributed throughout the year at dozens of community events, like the Southern Nevada Girl Scouts Expo, Ronald McDonald House 5k Fun Run and Nevada PTA events.

Online: ParentsGuideLV.com receives thousands of monthly page views and can serve as a valuable pillar in a holistic approach to organic search engine optimization and basic internet marketing.

E-blast: Each week Parents Guide sends out a dedicated e-blast to 18,000 subscribers on behalf of one single advertiser. E-blasts are sold by week on a first-come, first-served basis. No more than one e-blast per client every 90 days.

Niche Media: Partnering with Parents Guide gives you access to the largest niche media network of parent related content channels in the market. Contact PGLV directly to discuss your specific area of interest.

Social Media: As part of a comprehensive marketing campaign, Parents Guide will use its significant social media presence in Las Vegas to help promote your product or service.

Parents Guide prints and distributes more magazines, with more relevant content, in more effective ways, than anyone else. Simply put, Parents Guide connects you with more parents every month than any other publication in the Las Vegas.

SPECIAL ISSUES

- January - **New Year's Resolutions**
- February - **Winter Getaways**
- March - **Children's Health**
- April - **Autism / Special Needs**
- May - **Swimming Safety**
- June - **Family Fun**
- July - **Youth Sports**
- August - **Back to School**
- September - **Education Issue**
- October - **Music**
- November - **All About Books**
- December - **Technology**

Monthly Features

- Family Event Calendar
- Preschool Directory
- Health Care Articles
- Baby Page

Special Features

- Summer Camps*
Jan, Feb, March, April,
May, June, July, Aug
- Tutoring Guide
Sept, Jan
- Scholarships & Awards
May
- Gift Guide
Nov, Dec

*Advertisers receive Print + Online listing

VALUE ADDED COVERAGE

When you advertise with Parents Guide you will extend your brand reach through Parents Guide's unmatched editorial coverage opportunities, social media outreach and grass roots and event marketing partnerships.

www.ParentsGuideLV.com
Facebook.com/ParentGuide
[Twitter @ParentsGuideLV](https://Twitter/@ParentsGuideLV)

2014 Print Advertising Rates

	12x	3x	Open
Center Spread.....	\$3200	\$3700	\$4200
Full Page.....	\$2395	\$2895	\$3200
2/3 Page.....	\$1995	\$2395	\$2895
1/2 Page.....	\$1495	\$1995	\$2395
1/3 Page.....	\$1195	\$1495	\$1995
1/4 page.....	\$795	\$1195	\$1495
1/6 page.....	\$595	\$795	\$1195
1/8 page.....	\$350	\$595	\$795
Directory Box Ad.....	\$195	\$250	\$300

2014 Online Advertising Rates

ParentsGuideLV.com
 728 x 90 Leaderboard
 Ad appears every 5th page view on top of every page.
30 Days 90 Days 120 Days 365 Days
 \$295 \$595 \$995 \$1495

ParentsGuideLV.com
 Business Listing under "Guide Tab"
 Dedicate web page w/ SEO friendly back link.
\$395 per year

E-Blast
 Dedicated single focus e-blast for one client.
 18,000 subscribers \$595 per blast

ADVERTISING DIMENSIONS

- Two Page Spread**
5.75x9.375"
- Full Page**
7.375x9.375"
Trim: 8.375x10.875"
Bleed: 8.625x11.125"
- 2/3 Page Square**
7.375x7.0"
- 2/3 Page Vertical**
4.875x9.375"
- 1/2 Page Horizontal**
7.375x4.625"
- 1/2 Page Vertical**
4.875x7.000"
- 1/3 Page Square**
4.875x4.625"
- 1/3 Page Vertical**
2.375x9.375"
- 1/4 Page** 3.625x4.625"
- 1/4 Page Horizontal**
7.375x2.250"
- 1/6 Page Vertical**
2.375x4.625"
- 1/6 Page Horizontal**
4.875x2.250"
- 1/8 Page**
3.625 x 2.250"
- Box Ad**
2.25" x 2.5"

DEADLINE: 15th of month
FILE FORMAT: PDF or JPG
@300 DPI

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