



mommyhood

daddyhood

family time

babies

kids

teens

SOUTHEAST OHIO Parent

Helping connect your business to local families



school

relationships

love

coping

creativity

arts

sports

joy

adventure

SOUTHEAST OHIO Parent

Helping connect your business to local families



"Your magazine is helping me increase my local clientele. I've already noticed a big response to my ad. Thanks!"
Sarah Berstler, The Standard Salon



"We keep our copy all month long to check out your events calendar."
reader - Athens, County



We understand. You want to get the most out of your advertising dollar and there are several print advertising options out there. Your ad has to work. Southeast Ohio Parent Magazine has several distinctive features that set us apart from other local publications.

MAGAZINE FORMAT

Advertising in our magazine (as opposed to other formats like TV, newspapers or radio) is not only far more affordable, but it means advertisers will see your ad in print every time they turn our pages - and that's a lot of page-turning! Area parents anticipate the day our magazine hits the stand, and they hold on to their copies all month long. They turn to us for the area's largest calendar of family-friendly events; they turn to us for parenting advice, articles and resources; and they turn to us in choosing the best school/ tutor/ pediatrician/ party entertainment/ kids clothing source/ summer camp/ dentist/ photographer...

EYE CATCHING EDITORIAL & DESIGN

Eye-catching cover photos invite new readers to pick us up month after month, and our editorial content keeps readers coming back with something for every family in every issue, covering infants and toddlers, preschoolers, school-age children and teens. We offer answers to parents' most pressing questions.

THE REGION'S MOST TRUSTED "PARTNER IN PARENTING"

We offer the ONLY family friendly events calendar in southeastern Ohio. We also provide sound, practical parenting advice, made simple and entertaining for our readers, to busy moms and dads who want to give their kids the best. Only Southeast Ohio Parent Magazine partners with local experts in child development and is edited by mothers with backgrounds in education and child development.

BACKPACK DISTRIBUTION

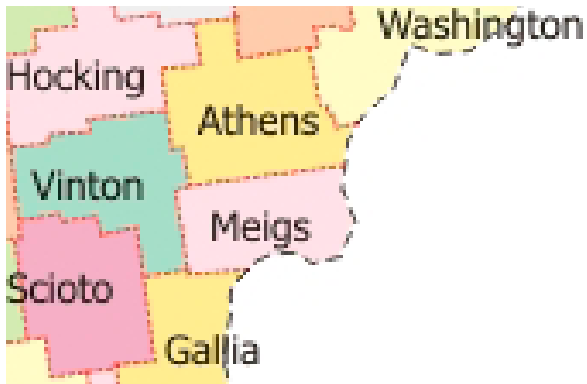
We understand that for your ad to work, it has to be seen. That's why we distribute 9,000 copies of our magazine to over 70 locations throughout Athens, Meigs, Vinton, Gallia counties. Southeast Ohio Parent Magazine goes home with every elementary school child in Athens and Meigs counties. We're also available at every area Kroger supermarket and family service agencies region wide. We're now networking into Washington and Hocking counties.

THE VERY BEST IN CUSTOMER SERVICE

Nearly half of our advertisers have been with us since we first went to print. That's proven customer satisfaction. Everyone on our staff, (advertising representatives, office personnel, accountants, graphic artists, writers and editors) works hard to put forth the best parenting magazine available and to maximize our clients' satisfaction. We want your ad to work, and we go the extra mile (or two!) to make sure it does.

www.southeastohioparent.org • 740-590-3123

Our readers use Southeast Ohio Parent Magazine to find out what's going on for their families and what products to choose for their families on a monthly basis.



Our Readers want

- More ads
- More classifieds
- More coupons
- More businesses listed

Reader Profile

the consumers who read Southeast Ohio Parent Magazine prioritize their spending according to the needs of their children and families...

- 90% Women
- 60% Ages 21-40
- 44% Make \$51,000 and up
- 37% Stay at home moms
- 34% Professionals
- 70% Own their homes
- 76% Married
- 37% College Grad
- 23% Graduate School



OUR DISTRIBUTION

ATHENS COUNTY

East Elementary, Athens
 West Elementary, Athens
 Morrison Elementary, Athens
 Chauncey Elementary, Chauncey
 Athens Public Library, Athens
 Alexander Elementary, Albany
 Trimble Elementary, Jacksonville
 Athens County Convention & Visitors Bureau
 Athens Area Chamber of Commerce
 Donkey, Athens
 Folletts Bookstore, Athens
 Athens Book Center, Athens
 Athens County Children Services
 Athens County Help Me Grow
 Holzer Clinic, Athens
 O'Bleness Hospital and Affiliate Offices
 New 2 You, Stimson Ave., Athens
 Kroger, Athens
 CVS, Athens
 The Village Bakery, Athens
 The Pharmacy, Athens
 Arts West, Athens
 Athens Community Center, Athens
 Athens County Job and Family Services, Athens
 Stages Early Learning Center, Athens
 West Side Early Childcare Center, Athens
 University Medical Associates Pediatrics, Athens
 The Plains Elementary, The Plains
 The Plains Public Library, The Plains
 Family Healthcare Inc., Athens WIC, The Plains
 The Work Station, The Plains
 Fresh Food Land, The Plains
 Wells Public Library, Albany
 Glouster Public Library, Glouster
 Chauncey Public Library, Chauncey
 Coolville Public Library, Coolville
 Coolville Elementary, Coolville
 Nelsonville Public Library, Nelsonville
 Nelsonville/York Elementary School
 Fullbrooks Cafe, Nelsonville
 Hocking College Cafeteria, Nelsonville
 Kroger, Nelsonville
 Doctors Hospital, Nelsonville
 The Coffee Cup, Nelsonville
 Amesville Elementary, Amesville
 Kroger, Trimble

MEIGS COUNTY - POMEROY & MIDDLEPORT

Meigs County Visitors Bureau, Pomeroy
 Meigs County Public Library, Pomeroy
 Meigs County Help Me Grow, Pomeroy
 Meigs County WIC, Pomeroy
 Powells Food Fair, Pomeroy
 Hometown Market, Middleport
 Middleport Public Library, Middleport
 Gingerbread House Daycare, Pomeroy
 Heart of the Valley Headstart, Middleport
 Meigs Local Elementary School

GALLIA COUNTY

Heart of the Valley Headstart

VINTON COUNTY - MCARTHUR

Vinton County Visitors Bureau
 Vinton County Job and Family Services
 Vinton County Courthouse
 Family Healthcare, Inc.
 Vinton County WIC & Help Me Grow

ENTERING WASHINGTON AND HOCKING COUNTIES NOW!!

Advertising Themes 08-09

SEPTEMBER 08

Back to School Issue

Afterschool Activity Guide Classes
 Grandparents Childcare
 Festivals

OCTOBER 08

Ages & Stages Issue

Festivals Halloween
 Classes

NOVEMBER 08

Community Heroes Issue

Family Travel Recipes
Community Hero nominations

DEC 08/JAN 09

Holiday Shopping Guide Issue

Stress Free Holidays
 Family Travel Wellness
 Community Hero Results

FEBRUARY 09

Positive Parenting Issue

Afterschool Activity Guide Classes

MARCH 09

Health Issue

Spring Break Family Travel
 Family Health Reminders
**Favorite Family Friendly
 Business Nomination Issue**

APRIL 09

Environment Issue

Travel Summer Camps Classes
**Favorite Family Friendly
 Business Results Issue**

MAY 09

Adoption & Foster Care Issue

Travel Summer Camps
 Family Photos Mother's Day

SUMMER 09

Summer Fun Issue

Involved Dads Family Travel
 Birthday Party Guide
 Learning Through Summer
 Childcare

ACTUAL SAMPLE ADS FROM PREVIOUS ISSUES

NOT ACTUAL SIZE

reduced to fit this page

So...Livi's
 Gifts & Home Decor

NOW AT 2 LOCATIONS!
 INTERIOR CONCEPTS
 42 N COURT STREET • ATHENS
 740-594-7474
 26808 US RT 33 • HOCKING HILLS MARKET
 ROCK BRIDGE • 740-380-6500

The only store
 carrying chic
 baby shoes, toys,
 blankets and
 much more!

- Robeez
- Manhattan Toy
- Bunnies
 By The
 Bay

STAGES
 Early Learning Center

Athens'
 Newest
 Child Care
 Facility

817 C.W. Union St.
 740.593.5700

- Serving infants-school age children
- Before & After School Programs
- Competitive pricing
- M-F: 7:30 am – 5:30 pm
- Certified & experienced staff
- A fun learning atmosphere

stagesearlylearningcenter.com

The New Village Productions proudly
 presents

Chrysalis

A Lifeways Program for
 families. Approaching
 the arts through Head,
 Heart and Hands.

CLASSES OFFERED JAN. 7 - MARCH 10TH
 Yoga, Intermediate Ballet, After School Music
 Club, Making Art using natural Materials, Adult
 Dance, Dojo Drumming, Tap Classes, Parent
 Child Playgroups, Classes and Programs
 Classes held in Amesville at the Grange
 and at Arts/West in Athens.

DEC. 1, 5-10 p.m. OPEN HOUSE
 Join us for a Chili Dinner & Dance Party
 with "Zen" at The Grange Hall in Amesville
 (located right next to the Post Office)
 Special Lifeways Speakers, Laura Morehead &
 Village Productions Director, Missy Whaley.
 Meet our teachers and learn about our classes.

DECEMBER 4, 5:00 P.M. @ AMESVILLE GRANGE
 Join us For An Advent Winter Festival
 Celebrating the Season with Family!
 FMI: Village Productions @ 740-448-7480
 or email semr@earthlink.net

Everyone wants to
 see a gift certificate
 for a relaxing
 massage under the
 Christmas tree

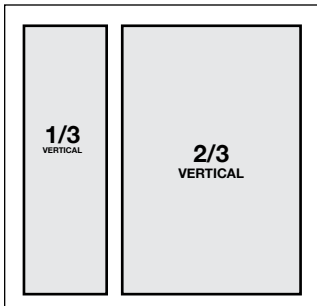
Erin Nash, LMT
 94B Columbus Road
 Suite 18
 (740) 590-5339
 message@erinmash.com
 www.erinmash.com

give the gift
 of relaxation

Check out our display advertising options

FREE web link at southeastohioparent.org and 10% off your total advertising package when you advertise 3+ months!

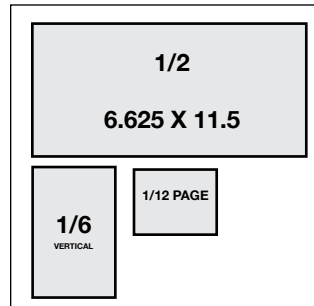
Display & Classified Advertising Rates



1/3 3.125 X 11.5

2/3 6.625 X 11.5

AD SIZE IN INCHES

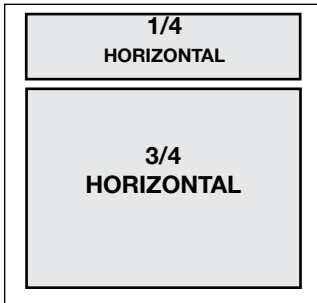


1/2 11.5 X 6.625

1/6 3.125 X 5.65

1/12 3.125 X 2.875

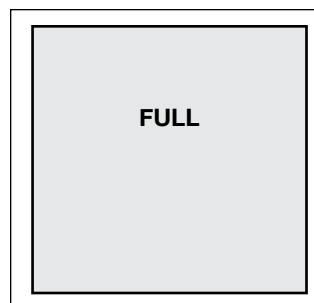
AD SIZE IN INCHES



1/4 10.125 X 2.875

3/4 10.125 X 8.55

AD SIZE IN INCHES



FULL 10.125 X 11.5

AD SIZE IN INCHES

2008 DISPLAY & CLASSIFIED ADVERTISING RATES

Cost Per Issue

Size	9 Time Rate	6 Time Rate	3 Time Rate	1 Time Rate
1/12	\$55	\$75	\$95	\$125
1/6	\$85	\$105	\$125	\$160
1/4	\$155	\$175	\$200	\$250
1/3	\$220	\$250	\$285	\$395
2/3	\$325	\$375	\$435	\$495
1/2	\$425	\$465	\$495	\$555
3/4	\$500	\$555	\$600	\$750
Full	\$825	\$885	\$955	\$1025
Back Pg.	\$1000	\$1200	\$1500	
Classifieds				\$30

The Dec/Jan Holiday issue is combined for a total of 9 issues per year. Please note that the advertising rates decrease with the length of the ad contract.

Color

Spot color	\$50 per color
4-color Process	\$185-\$250

Ad Deadline

It is the advertiser's responsibility to ensure that ad copy and ad text changes be provided to the publisher via email by the ad deadline: the 10th of the month preceding publication. Failure to do so will alleviate the publisher's liability for errors and omissions and a proof of those advertisements will no longer be guaranteed.

Classified Ads

Classified ads are \$30 for 40 word submissions per issue.

- **We reach 9,000 parents every month.**
- Distributed FREE to over 70 locations throughout Athens, Vinton, Meigs, & Washington Counties
- **Direct distribution to elementary schools.**
- Included in relocation packets in 5 counties
- **FREE web link and 10% off when you advertise 3+ months.**
- The ONLY free monthly calendar of family friendly events, classes and group meetings in our area. It's all in Southeast Ohio Parent!
- **Ad design included in ad cost.**
- Joining our family friendly business network is easy. We design and carry out your ad campaign in a flexible way that meets your needs.

ADVERTISING CONTRACT SOUTHEAST OHIO PARENT MAGAZINE

EDUCATE Foundation, Inc. is hereby authorized to run the advertisement

concerned on the following dates: _____

Ad Size: _____ Length of contract: _____

Cost per insertion \$ _____

Camera Services: _____ Other: _____



1. Policies: There is no charge for basic typesetting layout. Custom art work and camera shots constitute an additional charge. Payment in advance is required of all advertisers until credit is approved by the publisher. Accounts are due and payable upon billing and become past due on the 10th day following statement date. A service charge of 1.5% per month will be assessed on overdue balances. Cancellation of a contract or decrease in ad frequency must be in writing and received 14 calendar days prior to the 1st of the month of the ad space reservation deadline. Cancellation without such written notice will result in advertiser being liable for the full amount of advertising originally purchased in contract agreement.

2. Conditions: as used in this section the term "publisher" shall refer to "Educate Foundation, Inc." The publisher reserves the right to edit, omit, or refuse any advertising submitted for publication, and to insert the word "advertisement" where deemed appropriate.

3. Publisher accepts no liability for its failure, for any cause, to insert an advertisement. Liability for any error appearing in advertisement is limited to the cost of the space actually occupied. No allowance, however, will be granted for an error that does not materially affect the value of the advertisement. Any error must be reported within 15 days of the publication date. Credit for errors is limited to first insertion.

4. All advertisers and/or agency will receive a "proof" of their actual advertisement and must review for correct content, dates and graphics prior to first printing. Advertiser and or agency's approval signature on such "proof" will release publisher of any liability for error. Any corrections will be made according to conditions above.

5. Drawings, artwork and article for reproduction are accepted only at advertiser's risk and should be clearly marked to facilitate return.

6. Advertisements are accepted upon the representation that advertiser and/or its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold harmless against any expense and/or loss by reason of any claims arising out of publication.

7. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition, beyond the control of the publisher affecting production or delivery in any manner.

8. Publisher shall have the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which was published and in accordance with cancellation policy in paragraph one herein.

9. Southeast Ohio Parent and EDUCATE Foundation reserves the right to revise its advertising rates at any time. Announcement of an increase shall be made four weeks in advance to current advertisers. Conditions other than the rates are subject to change without notice. All advertising orders are subject to other provisions, terms, and rates of our current rate card. Failure to meet contact requirements for frequency or number of inches will be re-billed at a higher rate corresponding to the action amount of space used at the frequency bulk rate. No conditions other than those set forth in this rate card shall be bonding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on the order blanks or copy instructions which conflict with the provisions of the rate card. No verbal agreements altering the rates and/or terms of the rate card shall be recognized.

This agreement is subject to the rates, terms and conditions of the current Southeast Ohio Parent rate card and becomes effective upon publisher's acceptance. Advertiser acknowledges that he/she has read the agreement, understands it and agrees to be bound by its terms and conditions.

Southeast Ohio Parent is a publication of EDUCATE Foundation, Inc., an educational non-profit dedicated to providing access to education and educational resources women, children and families in vulnerable or distressed areas of the world.

Please make check out to EDUCATE Foundation, Inc. and send with contract to PO Box 246, Athens, Ohio 45701

COMPANY: _____

PHONE: _____

COMPANY REP (PRINT): _____

SIGNATURE: _____

E-MAIL ADDRESS: _____

BILLING ADDRESS: _____

EDUCATE FOUNDATION REP: _____

DATE: _____

2008 Issues	Ad Size (e.g. 1/6 horiz.)	PRICE
March		
April		
May		
Summer		
September		
October		
November		
Dec 08/Jan 09		
	Total Ads (e.g. 6)	
DISCOUNT	10% off if 3+ issues	
	Total Price	

For more information please contact: Andria Sherrow, Executive Director, EDUCATE Foundation, Inc.
PO Box 246, Athens, Ohio 45701 • 740-590-3123 • asherrow@southeastohioparent.org