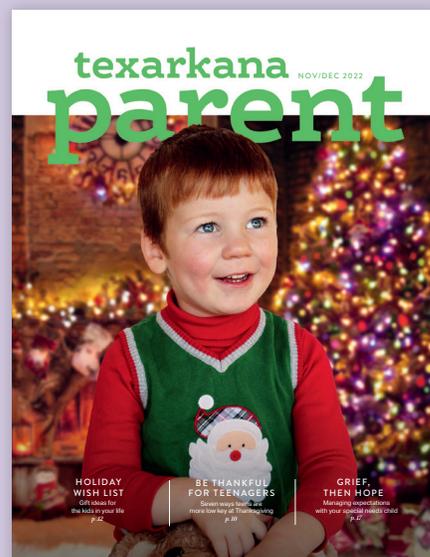


texarkana parent

2023 Media Kit



***Texarkana Parent* is the only magazine and media brand in the greater Texarkana area that specializes in providing information and resources that are relevant to parents and people with children in their lives.**

Advertising Contacts

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Millie Serrano
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By the Numbers

150,000+

People living in the Texarkana MSA

55,000+

Households in Texarkana MSA



6

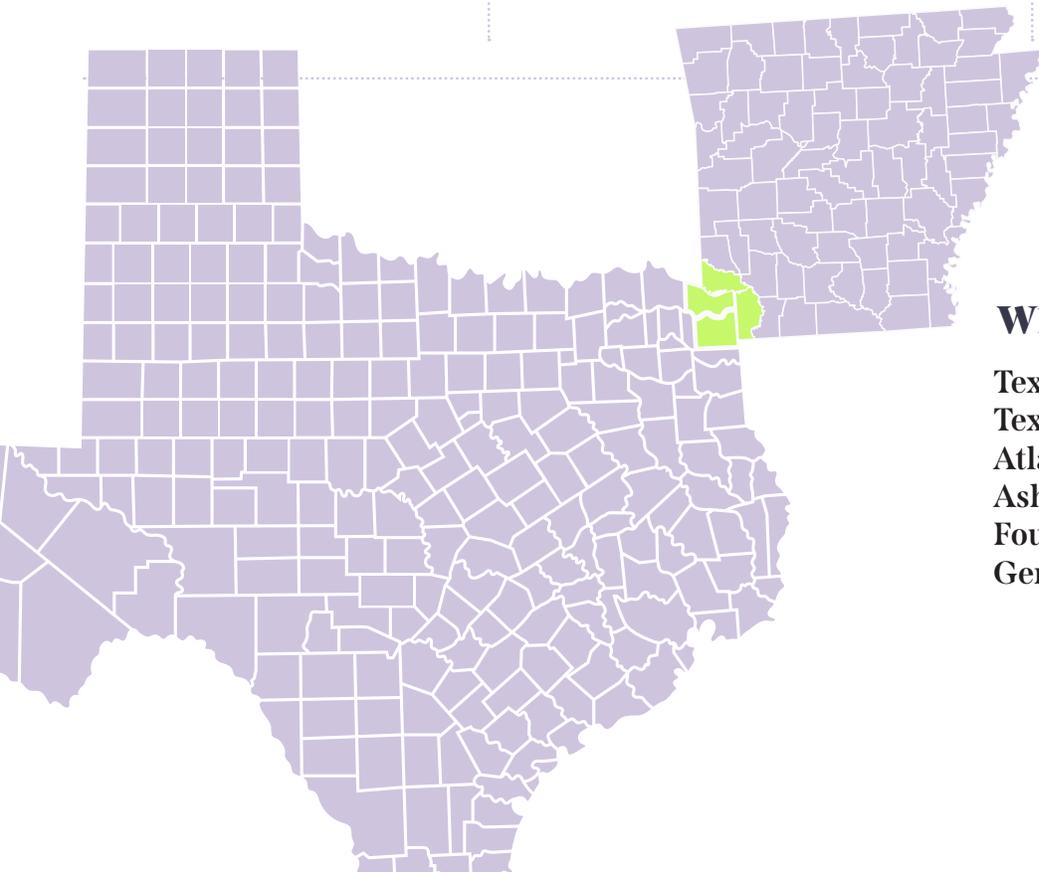
Issues Per Year

8,000

Magazines Distributed

500+

Distribution Locations



Where We Distribute

Texarkana, TX
Texarkana, AR
Atlanta, TX
Ashdown, AR
Fouke, AR
Genoa, AR

Maud, TX
Nash, TX
New Boston, TX
Queen City, TX
Redwater, TX
Wake Village, TX

texarkana
parent

2023 Editorial Calendar

Jan/Feb

Education Resource Guide

Includes Daycares & Preschools, Public Schools, Private Schools, Colleges, Education Resources, & Homeschool Resources

March/April

Dining with Kids

Where to go and what to eat when you're dining with kids in the greater Texarkana area

Vacation Inspiration

Destinations near and far to help plan your 2023 summer vacation

May/June

Summer Camp & Activity Guide

The ultimate guide to keeping kids active and entertained all summer long

Parent's Guide to Pets

Educational resources and local spots that serve and pamper our animal friends

July/Aug

Pregnancy & Newborn Guide

OB/GYNs, midwives, doulas, pediatricians, photographers, boutiques, and other resources for new parents

After-School Activities

For parents considering signing kids up for after-school activities in the fall

Sept/Oct

NICU Awareness

Spotlight on the unique challenges of parenting preemies

Fall Festivities

Places and events where families can celebrate the fall season

Nov/Dec

Shop Local & Give Back

Featuring locally sourced gift ideas + ways your family can give back during the holiday season

Issue	Place Ads By
Jan/Feb 2023	Dec. 16, 2023
Mar/Apr 2023	Feb. 10, 2023
May/June 2023	April 14, 2023
July/Aug 2023	June 16, 2023
Sept/Oct 2023	Aug. 18, 2023
Nov/Dec 2023	Oct. 13, 2023

2023 Print Ad Rates & Specs

Print Ad Rates

2-Page Spread	\$1800
Back Cover	\$1150
Inside Front Cover	\$1150
Inside Back Cover	\$1150
Full	\$1000
2/3	\$675
1/2	\$630
1/4	\$400
1/3	\$490
1/6	\$270

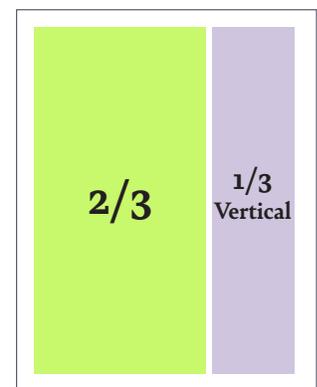
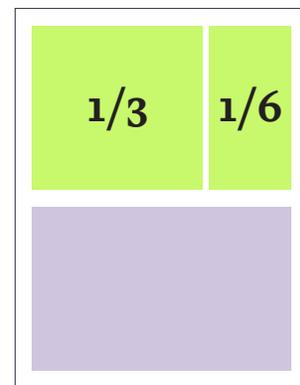
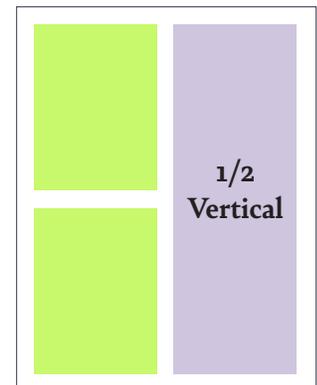
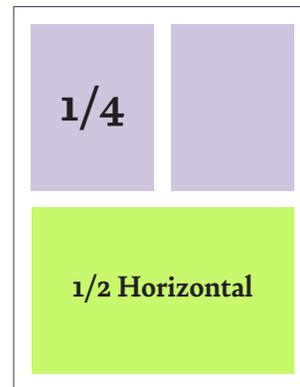
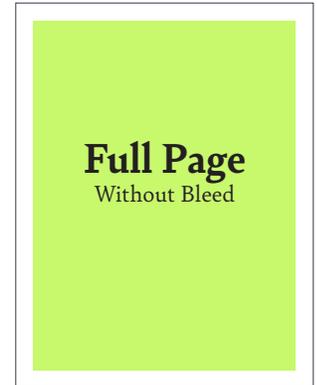
Dimensions

	width"	height"
2-Page Spread	16.75	x 11.125
Covers & Full Page Bleed	8.5	x 11.125
<small>Dimensions for 2-Page Spread, Covers, and Full Page with Bleed include .125" bleed on all sides. Keep outer .75" of document clear of text and important elements.</small>		
Full Page (No Bleed)	7	x 9.6
2/3 Vertical	4.5	x 9.6
1/2 Vertical	3.375	x 9.6
1/2 Horizontal	7	x 4.625
1/3 Vertical	2.275	x 9.6
1/3 Horizontal	4.5	x 4.625
1/4 Page	3.375	x 4.625
1/6 Page	2.25	x 4.625

Commit and Save

When you sign a contract for six issues, receive a 6% discount on the prices quoted here. Rates and sizes effective January 2023.

Ads include limited free design, copy-writing and photography, provided the ad is turned in before deadline.



2023 Contract & Terms

BUSINESS NAME

AUTHORIZED BY

BILLING ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

Ad Size

- 2-PAGE SPREAD
- BACK COVER
- INSIDE FRONT COVER
- INSIDE BACK COVER
- FULL
- 2/3
- 1/2
- 1/4
- 1/3
- 1/6

Issues the ad will appear in

- ALL ISSUES (6% DISCOUNT)
- JAN/FEB
- MAR/APR
- MAY/JUNE
- JULY/AUG
- SEPT/OCT
- NOV/DEC

CONTRACTED PRICE: \$

INSTRUCTIONS

ADVERTISER SIGNATURE

DATE

TEXARKANA PARENT REPRESENTATIVE SIGNATURE

DATE

Printing Specifications

Texarkana Parent Magazine (TPM) accepts digital files in the following formats: PDF, JPEG, TIFF, EPS. High resolution PDFs are preferred. Files can be sent to your account executive or to publisher@texarkanaparent.com. Ads and images must be high resolution with a minimum 300 dpi resolution at 100%. We strive to match our client's color specifications, but cannot guarantee a perfect match. Microsoft Word files are acceptable for sharing text only. Photos or logos must be submitted separately. We cannot accept Microsoft Publisher files. Images downloaded from websites and social media, or other low-quality images such as cell phone screen shots at a resolution lower than 300 dpi, are not acceptable.

Errors and Corrections

TPM will not be held responsible for errors in an ad that has been proofed and approved by an advertising client. Any errors in an ad made on the part of TPM will be considered for a make-good and should be reported to your account representative within the month of publication. If an ad is submitted "camera-ready" (which is defined as no corrections, additions or changes are to be made to the submitted file), TPM will not be held responsible for typographic errors, color reproduction, photo quality or any other problems associated with production of the ad.

Design Services

TPM offers limited free design, copy-writing and photography, provided the ad is turned in before deadline. However, there may, at times, be additional charges for extra time and materials used in the production of your ad. Prior notification will be given should extra charges be incurred. Corrections will be made free of charge until

closing date; however, alterations in the copy and design originally submitted on or after the closing date will incur additional production charges, at a cost of \$50 per hour, with a minimum of \$25.

Advertising Ownership Terms and Conditions

If TPM prepares or delivers to Advertiser and advertising, work product or other content ("TPM Content"), Advertiser agrees that no portion of the TPM Content shall be a "work made for hire" (as such term is used in the United States Copyright Act), and that TPM shall retain sole and exclusive title to such TPM. That notwithstanding, Texarkana Parent Magazine and Advertiser may agree on additional terms, in the form of a purchase order or other written instrument, for TPM to sell TPM Content to Advertiser, and title to such TPM Content shall transfer to Advertiser; provided, however, that in the event that TPM Content contains any material or elements not specifically created for Advertiser pursuant to the insertion order ("stock material"), such stock material shall not be deemed a "work made for hire" and exclusive title to such stock material shall be retained by TPM.

Photography

TPM will provide photography on request for one photo per ad, per issue. Each additional photo used or if retakes are needed, a charge of \$25 per photo will be assessed. Photos are property of TPM and cannot be used in any other publication unless permission is granted by the publisher.

Special Placement

Advertisers may request special ad placement. Requests will be considered on a first-come, first-serve basis subject to availability.

Frequency Discount Contracts

Multiple insertions must be specified in original order, and advertising schedule must be completed within one year of first insertion. Earned rates apply if contract is not fulfilled.

Cancellations

All ad or contract cancellations must be made in writing prior to the closing date. Any advertisers canceling after this deadline will incur a fee to be determined by TPM management based on size, quantity and date of cancellation.

Rate Changes

Advertising rates are subject to change at any time. Written contracts in effect at the time of a rate change will be honored but not extended.

Restrictions

All ads are subject to the approval of TPM. No attempt to simulate TPM's editorial format is permitted. Advertisement which, in the judgment of the publisher, are not identifiable as such, will be labeled "advertisement." Advertising in TPM does not necessarily imply the endorsement of the publisher.

Statement of Liability

TPM reserves the right to refuse, cancel, or redesign any ad which, in its judgment, does not conform to the standards of the publication. TPM is not liable for any costs relative to an advertisement that has been rejected. TPM shall not be responsible for failure to publish an advertisement or for typographical errors in publications. All advertisers will receive a proof copy of their ad before publication and

must return a signed copy of the supplied proof approval form before the closing date. Failure to do so implies the advertiser assumes all liability for content of all advertising copy printed and agrees to hold TPM harmless from all claims arising therefrom.

Indemnification

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless TPM, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

Billing

Invoices due net 30 days to established agencies and advertisers. New advertisers and unlisted agencies must establish credit by sending full payment with first order. All accounts over 30 days will be charged 1.5% of the unpaid balance per month and may be subject to additional collection fees. Publisher reserves the right to refuse ads until balance is paid.

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