

texarkana parent

2026 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.



By the Numbers

140,000+

People living in the Texarkana MSA

6

Issues per year

55,000+

Households in Texarkana MSA

3,000

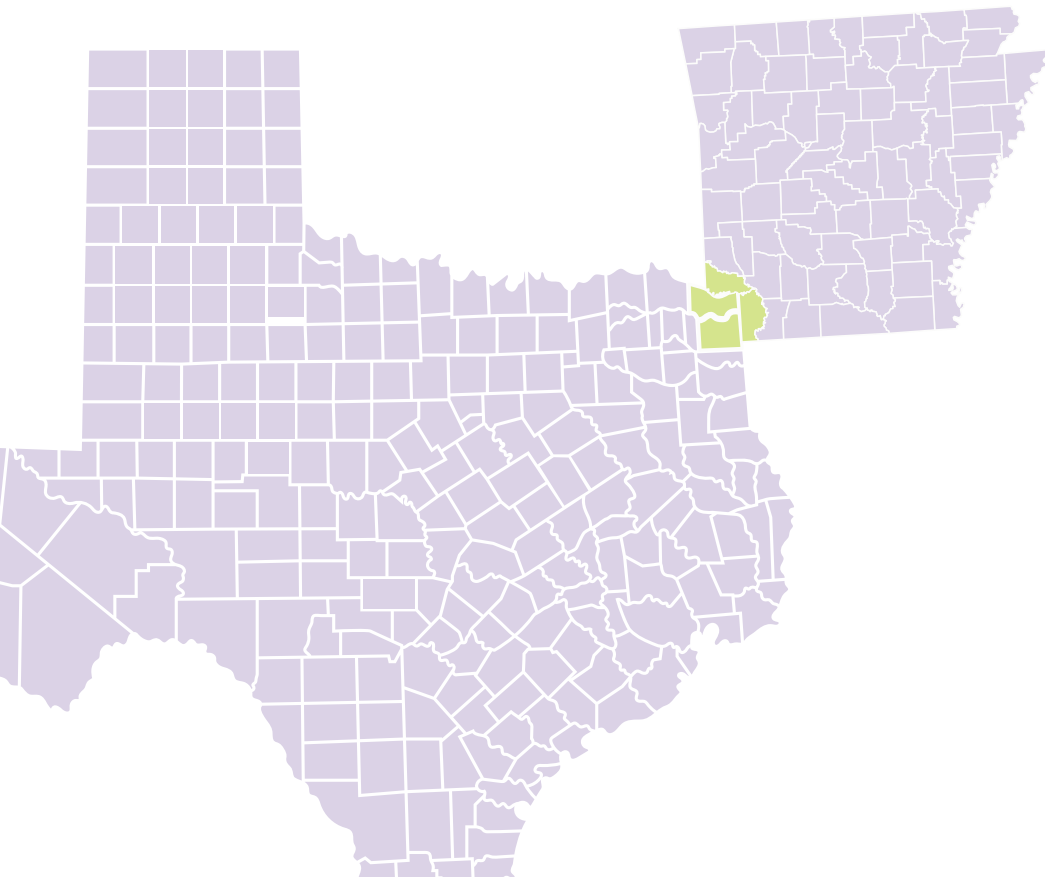
Magazines distributed

Where We Distribute

Texarkana, TX	Fouke, AR	New Boston, TX
Texarkana, AR	Genoa, AR	Queen City, TX
Atlanta, TX	Hope, AR	Redwater, TX
Ashdown, AR	Maud, TX	Simms, TX
De Kalb, TX	Nash, TX	Wake Village, TX

50+

Distribution locations



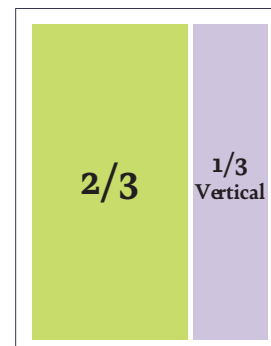
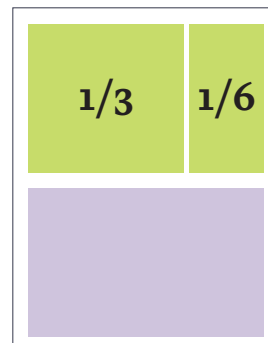
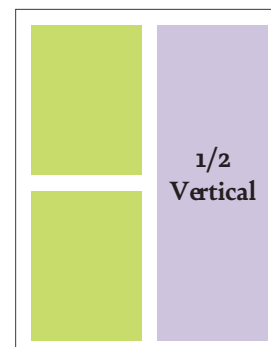
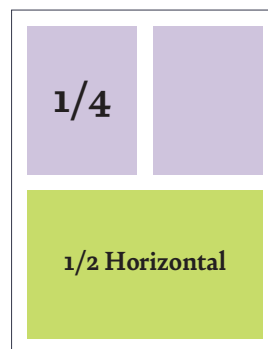
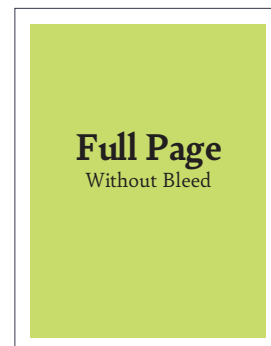
Print Ad Specs & Editorial Calendar

Rates & Dimensions

		width"	x	length"
2-Page Spread	\$1800	16.75	x	11.125
Back Cover	\$1150	8.5	x	11.125
Inside Front Cover	\$1150	8.5	x	11.125
Inside Back Cover	\$1150	8.5	x	11.125
Full with bleed	\$1000	8.5	x	11.125
Full no bleed	\$1000	7	x	9.6
2/3	\$675	4.5	x	9.6
1/2 Vertical	\$630	3.375	x	9.6
1/2 Horizontal	\$630	7	x	4.625
1/3 Vertical	\$490	2.275	x	9.6
1/3 Horizontal	\$490	4.5	x	4.625
1/4	\$400	3.375	x	4.625
1/6	\$270	2.25	x	4.625

Commit & Save

When you sign a contract for six issues, receive a 6% discount on the prices quoted here. Rates and sizes effective January 2026. Ads include limited free design, copy-writing and photography, provided the ad is turned in before deadline.



2026 Editorial Calendar

JAN/FEB

Renew & Refresh

ad reservation due by December 5th

MAR/APR

Together We Bloom

ad reservation due by February 6th

MAY/JUN

Adventure Awaits

ad reservation due by April 10th

JUL/AUG

Ready, Set, School

ad reservation due by June 5th

SEP/OCT

Family & Fall Fun

ad reservation due by August 7th

NOV/DEC

Home for the Holidays

ad reservation due by October 9th

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2026 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 Vertical
- 1/2 Horizontal
- 1/3 Vertical
- 1/3 Horizontal
- 1/4
- 1/6

Issues Ad Will Appear In

- All Issues - 6% Discount
- Jan/Feb
- Mar/Apr
- May/June
- Jul/Aug
- Sep/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 ads 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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