



Reach Cape Cod's visiting and resident families two ways:  
**CapeCodKidz magazine**  
**and CapeCodKidz.com**

Rates include both print **AND** Internet advertising  
 Color in print ads is free  
 No charge for ad production

**Special Offer:**  
 Commit to advertise in 2010 and get free advertising on CapeCodKidz.com starting immediately!

**2010 Rates**

----- rates per insertion ----

	1 Issue	2 Issues	3 Issues
Full Page	\$1245	\$995	\$795
Half Page	\$815	\$650	\$520
Quarter Page	\$475	\$375	\$300
Eighth Page	\$250	\$195	\$155
Front or Back Cover*	\$1865	\$1490	\$1195
Inside Covers*	\$1555	\$1240	\$995
Center Spread*	\$3730	\$2980	\$2390
Map*	\$1555	\$1240	\$995

\* Front cover ads are 1/8 page • Inside & back cover ads are full page • Map ads are 1/4 page • Center spread is 2 full pages

Advertise your business--contact  
**JOHN FITTS** at 508-274-5056 or [jfitts@ecape.com](mailto:jfitts@ecape.com)  
 or **THERESA MARTENS** at 508-364-7244 or [theresa@ecape.com](mailto:theresa@ecape.com)

**2010 Publication Dates**

Issue Number	Publication Date	Reservation Deadline
#1 - Spring/Summer	May 26, 2010	May 1, 2010
#2 - Summer	July 21, 2010	July 1, 2010
#3 - Fall/Winter /Spring	Sept. 22, 2010	Sept. 1, 2010

**Print Ad Sizes**

**Web Ad Sizes**

Ad Size	Coupon Size	Advertorial	Ad Size	Advertorial
Full*	1/8 page	1/2 page**	Big Box	Yes
1/2 page	1/8 page	n/a	Skyscraper	Yes
1/4 page	1/8 page	n/a	Tile	n/a
1/8 page	n/a	n/a	Tile	n/a

\* these also apply to front and back covers and map advertisers  
 \*\* full page advertisers in two issues per year get a 1/2 page advertorial in one issue per year

