

The *best*
way to reach
parents in
the
Philadelphia
area!



Online all the time at:
www.parents-express.net

contact:
John Bell
Advertising Manager
(610) 642-4300 ext. 236
jbelle@montgomerynews.com



Parents rely on *Parents Express*, the region's premier parenting newspaper...

Here's why...

Parents Express reaches thousands of active affluent and educated readers each month. Readers who want the best for their families and for themselves. Readers who are the best prospective customers for your products and services.

Parents Express is the only Philadelphia area parenting publication that includes online ads with links to your website!



Parents Express is distributed to over 1,300 locations each month in the greater Philadelphia area. These locations include preschools, daycares, private and public schools, hospitals, pediatricians, libraries, YMCA's, and selected retail locations.

Parents Express also offers access to millions of online readers by placing your ads onto the All Around Philly Marketplace (<http://marketplace.allaroundphilly.com>) which is promoted in over 100 daily & weekly newspapers, magazines and websites.





2009 Advertising Rates

All Rates are Net

To reserve your space:

John Bell-Advertising Manager

(610) 642-4300 ext. 236

jbelle@montgomerynews.com

Print Edition

(49,000 Total Distribution)

Ad Size	Width x Height	Open	4X	8X	12X
Full Page	9 1/2" x 12 1/4"	\$2,179	\$2,017	\$1,891	\$1,771
Junior Page	7" x 9 1/8"	\$1,312	\$1,194	\$1,122	\$1,050
1/2 Page Horizontal	9 1/2" x 6"	\$1,194	\$1,080	\$1,021	\$ 956
1/2 Page Vertical	4 5/8" x 12 1/4"	\$1,194	\$1,080	\$1,021	\$ 956
3/8 Page Horizontal	7" x 6"	\$ 908	\$ 823	\$ 775	\$ 728
3/8 Page Vertical	4 5/8" x 9 1/8"	\$ 908	\$ 823	\$ 775	\$ 728
1/4 Page	4 5/8" x 6"	\$ 675	\$ 615	\$ 578	\$ 544
1/8 Page Horizontal	4 5/8" x 2 7/8"	\$ 388	\$ 359	\$ 335	\$ 315
1/8 Page Vertical	2 1/4" x 6"	\$ 388	\$ 359	\$ 335	\$ 315
1/16 Page	2 1/4" x 2 7/8"	\$ 263	\$ 245	\$ 226	\$ 206
1/24 Page	2 1/4" x 1 7/8"	\$ 153	\$ 138	\$ 133	\$ 123
Color Charges	Spot Color-\$100	Full Color-\$150			

Parents Express Classifieds

Reach over 110,000 readers every month in Bucks, Burlington, Camden, Chester, Delaware, Gloucester, Montgomery and Philadelphia counties in Pennsylvania and New Jersey with targeted classified advertising each month in *Parents Express*!

PA Edition

(Bucks, Chester, Delaware, Montgomery & Philadelphia Counties)

Line Classified Ads:

4 Months \$1.50 per word

8 Months \$2.00 per word

12 months \$2.25 per word

Line classified ads must be prepaid. Minimum size-25 words

Display Classified Ads:

4 Months \$47 per col. inch

8 Months \$38 per col. inch

12 Months \$31 per col. inch

Display Classified will be billed monthly. Classified columns are 1.5" inches wide



2009 Online, E-Newsletter & Classified Advertising Rates

To reserve your space:
John Bell-Advertising Manager
(610) 642-4300 ext. 236
jbell@montgomerynews.com

Online Banner Ads on www.parents-express.net
\$360.00 per month (20,000 impressions)

Leaderboard Ads 728 x 90 pixels		Skyscraper Ads 160 x 600 pixels
Cube (Story Level Ads) 300 x 250 pixels	Sky Box Ads 200 x 102 pixels	
PE-Mail Newsletter The monthly Parents Express PE-Newsletter provides advance article and advertiser links to the online issue of <i>Parents Express</i> and online subscriber only contests. It can also provide you with access to an ever growing readership. \$75 per month: sponsorship logo and 300 x 200 banner ad with link to your website \$45 per month 120 x 90 banner ad with link to your website Text only ads: \$25 per month. 25-30 words with link to your website. <i>FREE Matching PE-Mail ad with any online banner ad commitment.</i>		



2009 Editorial & Advertising Calendar

To reserve your space:
John Bell-Advertising Manager
(610) 642-4300 ext. 236
jbelle@montgomerynews.com

January 2009

- Summer Camp Guide
- Winter Activities/Projects
- Holiday Spotlight: Martin Luther King, Jr. Day
- Babysitter Check List

Space Reservation and Artwork: 12/5/08

February 2009

- Kids' Health: Fitness & Nutrition
- Summer Camp Section
- Holiday Spotlight: Valentine's Day
- After-school options

Space Reservation and Artwork: 1/2/09

March 2009

- Infertility and Adoption
- Summer Camp Listing
- Family Finances

Space Reservation and Artwork: 2/6/09

April 2009

- Family Fun Fest Preview
- Summer Camp Section
- Baby & Toddler Expo

Space Reservation and Artwork: 3/6/09

May 2009

- Raising Special Needs Kids
- Summer Camp Section
- Holiday Spotlight: Mothers Day, Memorial Day

Space Reservation and Artwork 4/3/09

June 2009

- Summer Travel Guide
- Summer Activities/Projects
- Holiday Spotlight: Fathers Day

Space Reservation and Artwork: 5/1/09

July 2009

- Pet Guide
- Families From Around the World
- Contest-Palooza
- Holiday Spotlight: July 4

Space Reservation and Artwork: 6/5/09

August 2009

- Back-to-School - School Readiness
- Back-to-School - Kids' Sports Round-up/Health

Space Reservation and Artwork: 7/3/09

September 2009

- Annual Back-to-School Section: Getting Ready/Tutoring
- Different Types of Families: single & foster parents grandparents playing the role of parent
- Spotlight on Grandparents

Space Reservation and Artwork: 8/7/09

October 2009

- Annual Guide to Independent Schools
- Focus on Music
- Seasonal health concerns
- Holiday Spotlight: Halloween

Space Reservation and Artwork: 9/4/09

November 2009

- Kids & Technology
- Holiday Spotlight: Thanksgiving, Christmas, Hanukkah, Kwanzaa
- Holiday Gifts
- Special Needs Education

Space Reservation and Artwork: 10/2/09

December 2009

- Children/Families Giving to Others
- Holiday Spotlight: Christmas, Hanukkah, Kwanzaa, New Year's

Space Reservation and Artwork: 11/6/09



2008 Zip Code Distribution

(source CAC report 1/21/2008)

Pennsylvania Edition

Bucks County, PA			Avondale			Clifton Heights		
Bensalem	19020	500	Berwyn	19311	50	Concordville	19018	150
Bensalem	19021	75	Chester Springs	19312	375	Darby	19331	25
Chalfont	18914	300	Coatesville	19425	75	Drexel Hill	19023	450
Fairless Hills	19030	75	Devon	19320	175	Edgemont	19026	450
Gardenville	18901	350	Downingtown	19333	100	Essington	19028	25
Jamison	18929	25	Exton	19335	400	Folcroft	19029	25
Lahaska	18931	75	Kennett Square	19341	525	Folsom	19032	75
Langhorne	19047	230	Malvern	19348	250	Glen Mills	19033	125
Langhorne	19048	75	Nottingham	19355	925	Lansdowne	19342	250
Langhorne	19053	325	Oxford	19362	50	Manoa	19050	600
Levittown	19054	175	Paoli	19363	25	Manor	19083	500
Levittown	19056	25	Phoenixville	19301	730	Media	19036	100
Morrisville	19067	275	Pottstown	19460	250	Media	19037	175
New Hope	18938	100	Spring City	19465	25	Media	19063	700
Newtown	18940	390	Toughkenamon	19475	75	Media	19064	500
Perkasie	18944	90	Wayne	19374	50	Media	19065	75
Pipersville	18947	25	West Chester	19087	400	Morton	19070	135
Plumsteadville	18949	50	West Grove	19380	825	Newtown Square	19073	225
Quakertown	18951	100	<u>West Grove</u>	<u>19390</u>	<u>225</u>	Norwood	19074	150
Sellersville	18960	100	Total Chester County		5530	Prospect Park	19076	100
Southampton	18954	75	Delaware County, PA			Ridley Park	19078	50
Southampton	18966	225	Aston	19014	225	Sharon Hill	19079	125
Warminster	18974	245	Brookhaven	19015	150	Swarthmore	19081	175
<u>Warrington</u>	<u>18976</u>	<u>125</u>	Broomall	19008	275	Upper Darby	19082	350
Total Bucks County		4030	Bryn Mawr	19010	790	Villanova	19085	125
Chester County, PA			Chadds Ford	19317	100	Wallingford	19086	125
			Chester	19013	375	<u>Woodlyn</u>	<u>19094</u>	<u>25</u>
			Cheyney	19319	25	Total Delaware County		7750



2008 Zip Code Distribution

(source CAC report 1/21/2008)

Pennsylvania Edition

Montgomery County, PA

Abington	19001	650
Ambler	19002	500
Ardmore	19003	100
Bala Cynwyd	19004	500
Blue Bell	19422	525
Blue Bell	19424	25
Cheltenham	19012	100
Collegeville	19426	250
Collegeville	19473	150
Conshohocken	19428	350
Dresher	19025	300
Elkins Park	19027	500
Flourtown	19031	250
Fort Washington	19034	475
Gilbertsville	19525	50
Gladwyne	19035	100
Glenside	19038	575
Green Lane	18054	25
Harleysville	19438	25
Hatboro	19040	325
Hatfield	19440	125
Haverford	19041	120
Horsham	19044	440
Huntingdon Valley	19006	350
Jenkintown	19046	775
King of Prussia	19406	925
Kulpsville	19443	100
Lafayette Hill	19444	25

Lansdale	19446	925
Merion Station	19066	50
Narberth	19072	200
Norristown	19401	1000
Norristown	19403	325
Norristown	19405	50
North Wales	19436	75
North Wales	19454	375
North Wales	19477	75
Oreland	19075	125
Plymouth Meeting	19462	275
Pottstown	19464	425
Royersford	19468	250
Skippack	19474	100
Telford	18969	75
West Point	19486	25
Willow Grove	19090	575
Wyncote	19095	150
Wynnewood	19096	400
<u>Zieglerville</u>	<u>19492</u>	<u>50</u>
Total Montgomery County		14160

Philadelphia County, PA

All Zip Codes Philadelphia			
19103	2895	19104	860
19106	335	19107	350
19108	25	19109	75
19111	200	19114	200
19115	70	19116	75
19118	400	19119	770
19120	470	19121	350
19122	100	19123	150
19124	400	19125	400
19126	375	19127	75
19128	250	19129	25
19130	275	19131	575
19132	200	19133	100
19134	75	19135	100
19136	275	19138	275
19139	350	19140	150
19141	225	19142	100
19143	425	19144	1045
19145	165	19146	370
19147	475	19148	250
19149	325	19150	200
19151	175	19152	25
19153	75	19154	25
Total Philadelphia County		14805	