

KIDS



The Recorder invites you to advertise in our new editorial section coming March 21, designed for parents of children ages 2-12 years old. Don't miss this exciting opportunity to reach our 2000+ paid subscribers.

Editorial coverage will include:

Smartphone Debate Experts discuss the appropriate age for smartphone use, concerns, mental health effects, plus a general guideline for screentime.

Kid-Friendly Restaurants Out and about with the little ones where they are always welcome.

Raising Readers Bookstores weigh in on book recommendations for children.

Library Programming for Kids The programming philosophy and strategies of our five local libraries.

Home Day Activities Indoor activities at home such as treasure hunts, cooking, arts & crafts, etc.

Advertising Rates and Sizes

SIZE A	Full Page	11.5" x 20.75"	\$800
SIZE B	1/2 Page	11.5" x 10.25"	\$450
SIZE C	1/4 Page	5.625" x 10.25"	\$250
SIZE D	Large Business	3.7" x 6.825"	\$150

Deadlines and Mechanical Requirements

Space reservations and camera-ready materials are due by **March 17**. Files must be high resolution, 300dpi. Save color ads in RGB color space. Do not include crop or bleed marks. PDF files are preferred, with all fonts embedded. We will also accept jpg or tiff files. Ads can be emailed to advertising@therecorder.org. Not a designer? Our art department will create your ad at no extra charge.

Contact Francesca Lynch
advertising@therecorder.org/914-441-1059

For more info, visit
www.therecorder.org/advertising

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