





DEADLINES

FINANCIAL PLANNER

| | ISSUE | ANNUAL | MONTHLY |
|---|-------|--------------------------|---------|
|  | \$ | \$ 8 Issues/Yr | \$ |
|  | \$ | \$ 6 Issues/Yr | \$ |
|  | \$ | \$ 4 Issues/Yr | \$ |
| | | TOTAL MONTHLY COMMITMENT | |




| ATHENS Parent  (8 Issues) | | |
|---|------------------------------------|-------------|
| ISSUES | THEMES | AD DEADLINE |
| June | Pregnancy & Baby, Finance | April 25 |
| July-Aug | Back-to-School, The Arts | May 25 |
| September | Birthday Parties | July 25 |
| Oct-Nov | Your Home, Holidays, Gift Guide | Aug 25 |
| December | Holidays, Gift Guide | Oct 25 |
| 2006 Jan-Feb | Education | Nov 22 |
| March | Health, Sports & Fitness | Jan 25 |
| April-May | Camps, Travel, Spring Organization | Feb 25 |

| JB Parent  (6 Issues) | | |
|--|------------------------------------|-------------|
| ISSUES | THEMES | AD DEADLINE |
| May-June | Health, Sports & Fitness | March 25 |
| July-August | Back-to-School, Hobbies, The Arts | May 25 |
| Sept-Oct | Birthday Party | July 25 |
| Nov-Dec | Holidays, Gift Guide | Sept 25 |
| 2006 Jan-Feb | Education & Finance | Nov 22 |
| March-April | Camps, Travel, Spring Organization | Jan 25 |

| athena  (4 Issues) | | |
|---|--------|--------------|
| ISSUES | THEMES | AD DEADLINE |
| June, July, Aug | Summer | April 25 |
| Sept, Oct, Nov | Fall | July 25 |
| Dec, Jan, Feb | Winter | October 25 |
| March, April, May | Spring | Feb 15, 2006 |



ADVERTISING PLANNING CALENDAR 2005

| | ATHENS Parent  | JB Parent  | athena  |
|-----------|---|---|--|
| April | 25 | | 25 |
| May | | 25 | 25 |
| June | | | |
| July | 25 | 25 | 25 |
| August | | | 25 |
| September | | 25 | |
| October | 25 | | 25 |
| November | | 22 | 22 |
| December | | | |

Due dates for magazines are listed in boxes to the right.

Go To www.metromags.com for web site ad rates.
PAYMENTS DUE PRIOR TO PRODUCTION DATE



Building Businesses...Building Families

ATHENS Parent magazine!



Athens Parent Rates

| SIZE | 8 Issues | 4 Issues | 1 Issue |
|------|----------|----------|---------|
| Full | \$1200 | \$1300 | \$1400 |
| 1/2 | \$695 | \$760 | \$810 |
| 1/3 | \$520 | \$565 | \$610 |
| 1/4 | \$375 | \$410 | \$460 |
| 1/6 | \$300 | \$320 | \$350 |
| 1/12 | \$160 | \$175 | \$195 |

20% Guaranteed Position Fee
\$25 Photography Fee
Rates are quoted per issue.



12,000 Copies
Per Issue
8 Issues/Year



Over 97% of Athens Parent and Jackson Barrow Parent Magazines are picked up by or sent directly to parents through public and private schools and childcare centers

Walsh Publishing Parenting Magazines are dedicated to providing valuable information to area families that will promote parent/child interaction, community involvement and provide a resource for parents.

FULL

No Bleed:
7 1/2 x 10
Bleed:
8 3/8 x 10 7/8
(+1/8"all sides)

| |
|------------------|
| 1/2 V |
| 3 5/8 x 10 |

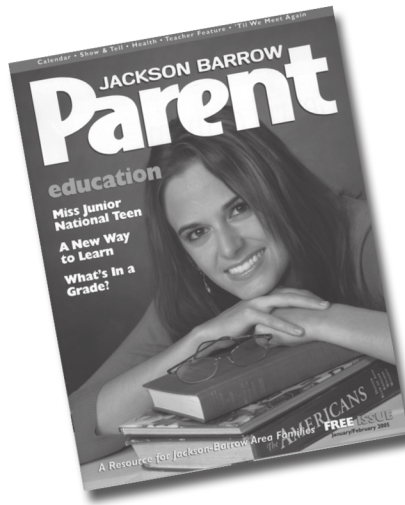
| |
|---------------|
| 1/2 H |
| 7 1/2 x 4 7/8 |

| |
|-----------------------------------|
| 1/3 V |
| 2 3/8 x 10 |
| 1/3 SQUARE 4 7/8 x 4 7/8 |

| |
|------------------|
| 1/4 |
| 3 5/8 x 4 7/8 |

| |
|------------------|
| 1/12 |
| 2 3/8 x 4 7/8 |
| 2 3/8 x 2 3/8 |
| 1/6 V |
| 4 7/8 x 2 3/8 |
| 1/6 H |

JACKSON BARROW Parent magazine!



JB Parent Rates

| SIZE | 6 Issues | 3 Issues | 1 Issue |
|------|----------|----------|---------|
| Full | \$1000 | \$1100 | \$1200 |
| 1/2 | \$600 | \$675 | \$725 |
| 1/3 | \$440 | \$465 | \$500 |
| 1/4 | \$330 | \$360 | \$395 |
| 1/6 | \$250 | \$275 | \$300 |
| 1/12 | \$125 | \$140 | \$155 |

20% Guaranteed Position Fee
\$25 Photography Fee
Rates are quoted per issue.

7,500 Copies
Per Issue
6 Issues/Year



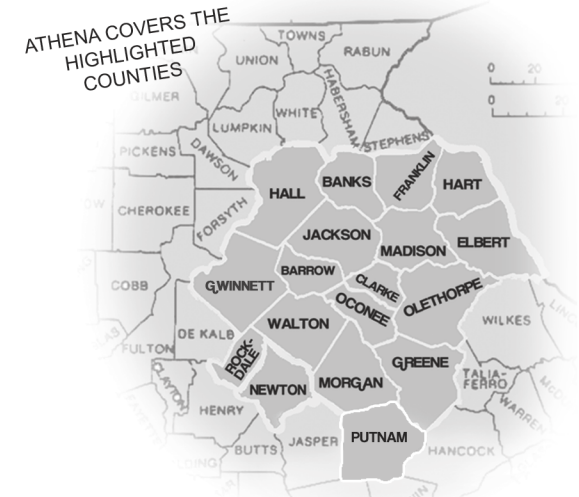
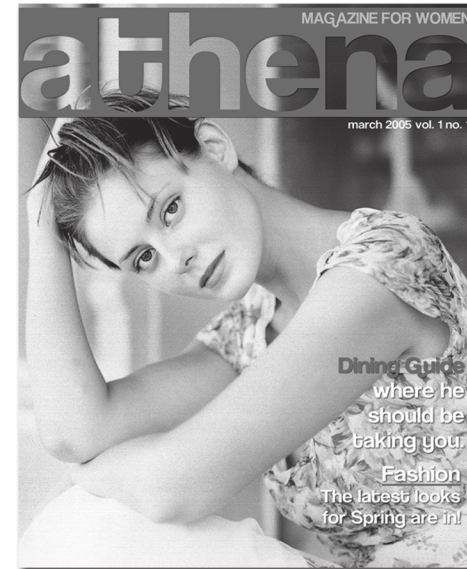
Advertising rates for Athens Parent and Jackson Barrow Parent include basic layout design and production based on information provided by the advertiser. A proof of the ad is also included in the price.

athena

Athena Magazine for Women is a large format (9 1/2" by 11 3/4") magazine with a distribution of 15,000 copies in an approximately 45-mile radius around Athens. By advertising in Athena, you will be taking advantage of a unique opportunity to reach the most influential part of the consumer economy. The numbers don't lie -

Women make or influence over 80% of purchases every year!

Ads will be designed in-house to fit the look and feel that is Athena, while giving your business a unique ad campaign that will bring you customers. There will be a minimum charge of \$25 for necessary photography. All ads are 4-Color Process (Black and White is available at the same rates).



email **athena** at: shemail@athenamag.com

2 PAGE
SPREAD

FULL
PAGE

1/2 v

1/2 h

1/4

*THE MART
(1/9)
2 5/8" by 3 6/16"
\$280

Athena Rates

| | |
|--|---------|
| 2 Page (17"by10 3/4") | \$2,700 |
| Full Page (8 3/8"by10 3/4") | \$1,600 |
| 1/2 Horizontal (8 3/8" x 5 1/4") | \$980 |
| 1/2 Vertical (4 1/16" x 10 3/4" v.) | \$980 |
| 1/4 Page (4 1/16"by 5 1/4") | \$620 |
| The Mart* | \$280 |

RATES ARE QUOTED PER ISSUE
PRICES CAN BE PAID OVER A THREE MONTH PERIOD

15,000 Copies
Per Issue
4 Issues/Year

