

Orlando Kids' DIRECTORY

●**FULL COLOR at LOW ADVERTISING RATES!** How do we do it? Our marketing approach is the primary reason. No outside sales, editorial or office staff. No overhead. Our approach is to keep it simple and to serve our customers.

●**QUALITY STANDARDS!** The Directory is printed on magazine-quality, glossy paper stock (not newsprint). Only products and services of interest to parents and grandparents are offered. The Directory is a convenient digest size—designed to fit a woman’s purse. It’s easy to use and easy to keep! As a result, moms shop from it month after month.

●**DISTRIBUTION DEFINES OUR SUCCESS!** It doesn’t matter how good the publication or ad may look, it’s the distribution that counts. To verify accuracy of distribution, we personally distribute the directories each month to locations that target your “active” buyers month after month. We publish over 260,000 copies annually and distribute them to locations such as: family doctor’s offices, pediatricians & ob/gyns, clinics, Lamaze & Prenatal classes, day care/child care centers, children’s & baby retail stores (toys/clothing/etc), maternity stores, and many more retail & high traffic locations. You will also find the Orlando Kids’ Directory in 5 local Toys R’Us stores, 39 Blockbuster Video Stores, and now in 34 Winn Dixie Grocery Stores (all of them in Orange, Osceola & Seminole Counties) !!!

●**FREE INTERNET LISTING!** Your business will be listed FREE on our website:

ORLANDOKIDSDIRECTORY.COM!



2009 MONTHLY RATES INCLUDE FULL COLOR!

AD SIZES (width by height in inches)	1/10 PAGE	1/6 Page	1/4 PAGE HORIZONTAL	1/4 PAGE VERTICAL	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	3/4 PAGE	FULL PAGE
		2.25" x 1.38"	2.25" x 2.38"	4.75" x 1.75"	2.25" x 3.75"	4.75" x 3.75"	2.25" x 7.75"	4.75" x 5.75"
2 MONTHS (Minimum)	\$66 /MO.	\$110 /MO.	\$155 /MO.		\$300 /MO.		\$435 /MO.	\$550 /MO.

Designing Your Ad

Camera ready artwork is not needed. In fact, we would prefer to design an ad for you that will bring you customers. Our Art Department will custom design you a “business building” ad for a **one-time production fee of \$40 for any size ad (**only \$20 design fee for Tenth page ads)**. You may provide us with logos, pictures and copy of what your ad should feature.

Schedule of Print Deadlines	
DEADLINES	ISSUES
December 10 th	January *
December 10 th	February *
February 10 th	March *
February 10 th	April *
April 10 th	May
April 10 th	June
June 10 th	July *
June 10 th	August *
August 10 th	September
August 10 th	October
October 10 th	November
October 10 th	December

We are a shopping resource directory,
which is updated monthly.

Contact us early to reserve your space.

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Orlando Kids’ Directory
A Division of Postural USA, LLC
Daniela Tassitano, Publisher

CALL NOW!
(407) 704 - 8792

* **Note Our Annual Special Interest Issues:**

January & February features our NEW “Baby Guide”

March & April features “Summer Camp & Activities Guide”

July & August features “Happy Birthday Party Planning & Gift Guide”