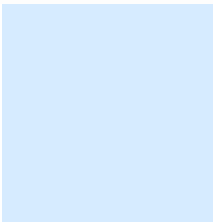
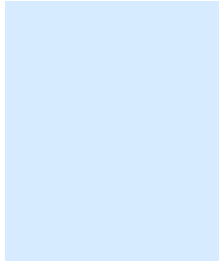


Today's
Urban Parent
 Online Magazine



Wholeness



Family

Love



BE
 CONNECTED



Togetherness

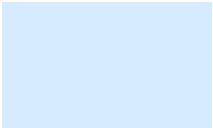


Strength

Care



Commitment



Community



Today's
Urban Parent
 Online Magazine

500 West Silver Spring Dr.,
 Suite K-200
 Glendale, WI 53217
 414-847-6418

online advertising rates

BE CONNECTED

With Today's Urban Parent



Who We Are

Today's Urban Parent Magazine began as a vision and concept of April George, M.S., ED.S. a School Psychologist and former Special Education Teacher and Erica Bates, M.A., a School Administrator and former Middle School Teacher, saw a lack of publications that informed and educated parents and families about policies and issues in education and how it impacts their children in school and within their classrooms as well as offering resources to families. April George and Erica Bates are the Co-Founders and Publishers of Today's Urban Parent Online Magazine.

Editorial Vision



- * The purpose of the magazine is to provide and distribute information to parents and families about various issues that have an impact upon their child's educational, social, emotional, and physical development.



- * To empower parents with the skills and information so they are able to support their child's educational, physical, social, and emotional development.



- * To inspire families to live up to their potential and they may have a positive and lasting impact on their community.



- * To create a community of people who are willing to protect and uplift the institution of family.



500 West Silver Spring Dr., Suite K-200

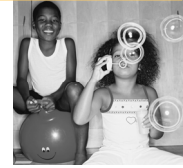
Glendale, WI 53217

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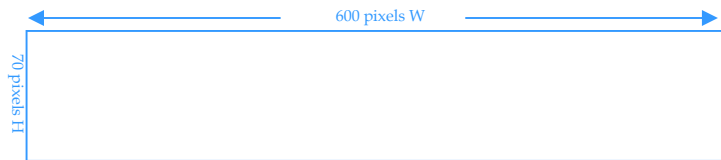


Banner Ads

Reinforce your message with a banner ad ensuring continuous visibility for the duration of your contract. All banner ads will rotate at even intervals with other ads.



Size: 600 pixels wide x 70 pixels high

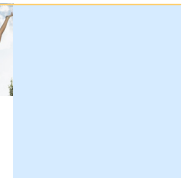


All banner ads include a hyperlink.

Ad Location	Print Price (1x)
Home/Calendar Top	\$900
Home-Bottom	\$800
Directory Page	\$700
Secondary Page	\$650

Calendar Sponsorship

Have your logo, name and address prominently featured on the home page in the calendar section. Includes a hyperlink to your site and your logo (with link) on the calendar page. You can also add any 3 enhancements (map, coupon, brochure, menu, email, video or audio) to your logo on the calendar page for an additional charge.



Contract Length: 6 or 13 months
(Only one advertiser can be online per contract.)

6 month contract price	12 month contract month
\$1000 (6 -month total price)	\$1900 (12-month total price)
\$1175 (w/3 enhancements)	\$2200 (w/ 3 enhancements)



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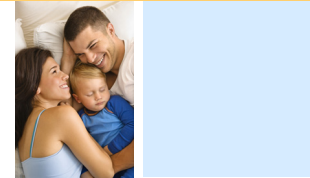
Designing For The Web

Attractive, appropriate, attention-getting ads are key to a successful online campaign. Research has shown that people tend to click more often when specifically invited to "Click Here," so ads that include this magic phrase benefit the most. Also, when designing an ad, it's good to keep in mind the type of person that you want to click on it. Craft a message, and an overall look, that might appeal to your target audience. To create an attractive ad, you should use larger font sizes and limit the amount of text. You must design your ad with the correct specifications. (See technical specifications.)



Technical Specifications

Before putting your ad online, it must be made "web ready," so that it will be readable and download quickly. With that in mind, follow these technical specifications when designing an ad for the Web:



Specifications
● The ad should meet the correct size requirements
● The ad should be 72 dpi and RGB format.
● It should be in GIF or JPG format. Filename should end in ".gif"
● The saved filename should have no characters or spaces.
● Maximum file size is 15kb.

Email ads to urbanparentmagazine@gmail.com

Send your ad and the following information:

- * Advertiser name and type of ad
- * A click-through URL (web address) must be provided.
- * Alternate text for those who are viewing non-graphically.
5-35 characters long, for example,
"xyz company advertisement."

