



2011
BAYTOWN Family Living
A Bi-Monthly Publication of
Anderson Advertising & Design

Distribution: 31,000 copies mailed; 4,000 counter top

2011 Planned Production Schedule:

JAN/FEB 2011 – Bridal Issue/Valentine’s Day

COVER: Bridge Water Events

FEATURES: Bridge Water Events

Space Reservation Deadline: **Dec. 3, 2010**

Payment Deadline: Dec. 3, 2010

Art Deadline: Dec. 10, 2010

Press Date: Dec. 22, 2010 (*Nov. 24 final date to cancel/skip*)

Mail Date: Jan. 7, 2011

MARCH/APRIL 2011 –Health, Beauty & Fitness/Easter/Spring

COVER: Baytown Gentle Dental

FEATURES: Relay for Life

Space Reservation Deadline: **February 4, 2011**

Payment Deadline: February 4, 2011

Art Deadline: February 11, 2011

Press Date: February 18, 2011 (*Jan. 21st final date to cancel/skip*)

Mail Date: March 4, 2011

MAY/JUNE 2011 – Mother’s/Father’s Day/Kid’s Summer Fun

COVER: Pirate’s Bay

FEATURES: Baytown Gentle Dental

Space Reservation Deadline: **April 8, 2011**

Payment Deadline: April 8, 2011

Art Deadline: April 15, 2011

Press Date: April 22, 2011 (*March 25th final date to cancel/skip*)

Mail Date: May 6, 2011

JULY/AUGUST 2011 – Health Care Issue/Back to School

Space Reservation Deadline: **June 3, 2011**

Payment Deadline: June 3, 2011

Art Deadline: June 10, 2011

Press Date: June 17, 2011 (*May 20th final date to cancel/skip*)

Mail Date: July 1, 2011

SEPTEMBER/OCTOBER 2011 – Home & Car Care Guide/Fall

Space Reservation Deadline: **August 5, 2011**

Payment Deadline: August 5, 2011

Art Deadline: August 12, 2011

Press Date: August 19, 2011 (*July 22nd final date to cancel/skip*)

Mail Date: September 2, 2011

NOVEMBER/DECEMBER 2010 – Winter/Holiday Gift Guide

Ad Sales/Space Reservation Deadline: **October 14, 2011**

Payment Deadline: October 14, 2011

Art Deadline: October 21, 2011

Press Date: November 2, 2011 (*Oct. 5th final date to cancel/skip*)

Mail Date: November 16, 2011

2011 Advertising Rates:

| Baytown Family Living 2011 Rate Sheet/Price Per Issue | | | | |
|---|-------------|-------------|-------------|-------------|
| Ad Size | 1X | 2X | 3X | 6X |
| Premium Pages* | NA | NA | NA | \$ 1,400.00 |
| Full Page | \$ 1,450.00 | \$ 1,400.00 | \$ 1,350.00 | \$ 1,300.00 |
| Half Page | \$ 850.00 | \$ 800.00 | \$ 750.00 | \$ 700.00 |
| Third Page | \$ 550.00 | \$ 525.00 | \$ 500.00 | \$ 475.00 |
| Quarter Page | \$ 475.00 | \$ 450.00 | \$ 425.00 | \$ 400.00 |
| 2-Page Spread | \$ 2,700.00 | \$ 2,650.00 | \$ 2,600.00 | \$ 2,500.00 |
| Web Only | NA | NA | NA | \$ 600.00 |
| * (4) Premium Full Page ads are located: 1.) Page 2 2.) Page 3 3.) Inside Back Cover & 4.) Back Cover. Premium spots must be contracted for 12 months (or 6 issues) and include (1) Cover photo during the term of the contract & (1) Banner ad on the BAYTOWNFamily Living.com web site's home | | | | |
| New advertisers receive \$25 OFF their first ad! | | | | |