



2012
BAYTOWN Family Living
A Bi-Monthly Publication of
Anderson Advertising & Design

Distribution: 28,000 copies mailed to residents & businesses in Baytown & Mont Belvieu;
3,000 counter top

2012 Planned Production Schedule:

JAN/FEB 2012 – NEW YEARS - Bridal Show/Valentine’s Day

COVER: Baytown Gentle Dental

FEATURES: Bridge Water Events

Space Reservation Deadline: **Dec. 9, 2011**

Payment Deadline: Dec. 9, 2011

Art Deadline: Dec. 16, 2011

Press Date: Dec. 22, 2011 (*Nov. 24 final date to cancel/skip*)

Mail Date: Jan. 6, 2012

MARCH/APRIL 2012 – SPRING – Relay for Life/Easter

COVER: Bridge Water Events

FEATURES: Relay for Life

Space Reservation Deadline: **February 3, 2012**

Payment Deadline: February 3, 2012

Art Deadline: February 10, 2012

Press Date: February 17, 2012 (*Jan. 20th final date to cancel/skip*)

Mail Date: March 2, 2012

MAY/JUNE 2012 – SUMMER FUN - Mother's/Father's Day

COVER: 4 Our Kids

FEATURES:

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

Payment Deadline: April 5, 2011

Art Deadline: April 13, 2012

Press Date: April 20, 2012 (*March 23rd final date to cancel/skip*)

Mail Date: May 4, 2012

JULY/AUGUST 2012 – HEALTH CARE - Back to School

COVER: Baytown Family Clinic

FEATURES:

Space Reservation Deadline: **June 1, 2012**

Payment Deadline: June 1, 2012

Art Deadline: June 8, 2012

Press Date: June 15, 2012 (*May 18th final date to cancel/skip*)

Mail Date: June 29, 2012

SEPTEMBER/OCTOBER 2012 – ANNIVERSARY ISSUE –Fall/Halloween

Space Reservation Deadline: **August 3, 2012**

Payment Deadline: August 3, 2012

Art Deadline: August 10, 2012

Press Date: August 17, 2012 (*July 20th final date to cancel/skip*)

Mail Date: August 31, 2012

NOVEMBER/DECEMBER 2012 – HOLIDAY GIFT GUIDE – Christmas/New Years

Ad Sales/Space Reservation Deadline: **October 19, 2012**

Payment Deadline: October 19, 2012

Art Deadline: October 26, 2012

Press Date: November 2, 2012 (*Oct. 5th final date to cancel/skip*)

Mail Date: November 16, 2012

2012 Advertising Rates:

Baytown Family Living 2012 Rate Sheet/Price Per Issue

Ad Size	6X	3X	2X	1X
Premium Pages*	\$ 1,400.00	NA	NA	NA
Full Page	\$ 1,300.00	\$ 1,350.00	\$ 1,400.00	\$ 1,450.00
Half Page	\$ 700.00	\$ 750.00	\$ 800.00	\$ 850.00
Third Page	\$ 475.00	\$ 500.00	\$ 525.00	\$ 550.00
2-Page Spread	\$ 2,500.00	\$ 2,600.00	\$ 2,650.00	\$ 2,700.00
Web Only	\$ 600.00	NA	NA	NA

* (5) Premium Full Page ads are located: 1.) Page 2 2.) Page 3 3.) Inside Back Cover 4.) Back Cover & 5.) Floating. 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 page.

See applicable specials for current issue. Baytown Chamber & WCCC members receive \$50 OFF their first ad! (*Cannot be combined with other offers.)