

All ads must be delivered to:
kidscreen.com/upload

ARTWORK SPECIFICATIONS

Please supply us with your working files (pre-flight) in the following format:

PRINT-OPTIMIZED PDFs

- Embed all fonts
- PDFs must not contain RGB, LAB or Indexed colors—only CMYK
- All colors must be defined as process (CMYK)

NOTE: We can't check detailed trapping in print-quality PDFs. Please ensure that all colors are trapped correctly prior to writing your PDF.

GENERAL NOTES

- Keep all essential text and logos at least 6mm away from the trim.
- All color images should be converted to CMYK (no RGB), and should not contain JPEG encoding.
- Grey-scale and color images should be scanned at a minimum line-screen of 266 DPI.
- There will be a US\$50 production charge per ad for file preparation, pre-flight, trouble-shooting and processing.
- *Kidscreen* does not accept responsibility for reproduction when materials supplied do not meet the above specifications.
- *Kidscreen* reserves the right to charge back to the advertiser or agency the cost of all work required to convert materials.
- Artwork with body copy may be considered advertorial and would therefore require a label so our readers don't mistake it for editorial.
- *Kidscreen* reserves the right to require changes to maintain our quality standards.

PRINT RATE CARD

Kidscreen magazine

Ad Size	1x	2x–5x	6x–9x
Double-Page Spread	\$8,500	\$7,700	\$7,000
Full Page	\$5,000	\$4,800	\$4,100

PREMIUM

Front Cover	Inquire
Premium DPS	\$9,500
Premium Full Page	\$5,500
Center Spread	\$9,500
Back Cover	\$17,000



Mechanical requirements

Ad Position	Trim Size	Type Area	Bleed Size
Double-Page Spread	425mm x 276mm	413mm x 264mm	432mm x 283mm
Full Page	213mm x 276mm	201mm x 264mm	219mm x 283mm

Enhance your print ad with an advertorial approach!

Studies show that advertorials boost engagement, conversions, and even brand recall. Presented in a trusted publication, advertorials have built-in credibility and deliver value by offering the reader something useful or interesting—even if they're also being marketed to.

HOW IT WORKS...

- You will provide copy and artwork as a fully designed advertorial using the guidelines on the following page.
- Our Editorial team and Art Director will review and polish your completed file to align with *Kidscreen*'s quality standards.
- Material deadlines for advertorial files will be two weeks earlier than those for standard ads.

Advertorial opportunities are limited and offered on a first-come, first-served basis. Book your space today!