



## E-NEWSLETTER

### WEEKLY SCOOP (WEDNESDAY)

For parents with children from toddlers to tweens, The Weekly Scoop, is a trove of our best ideas and resources for raising kids and enjoying family life in the city, including tips on classes, parties, shopping, education, family fun, hot topics and parental musings—not to mention our giveaways of the week. \*WEEKLY SCOOP SENT TO 22,000+ FAMILIES

### WEEKEND PLANNER (THURSDAY)

For parents with children of all ages, our Weekend Planner, offers a brief but incredibly handy and convenient tip sheet of our favorite family events and activities going on around the city during the weekend.

\*WEEKEND PLANNER SENT TO 24,000+ FAMILIES

### NEW YORK FAMILY BABY (TUESDAY)\*

For expectant and new parents (with children up to toddler age), our baby newsletter, offers an invaluable and lively mix of pre- and post-natal resources, tips, news, shopping, personal musings, and special giveaways for those beginning their journey into parenthood.

\*BABY ENEWSLETTER IS SENT TO 25,000+ NEW AND EXPECTANT FAMILIES

### 2017 RATES

DIMENSIONS (WxH)	OPEN	4x	8x	12x
TOP BANNER 600 x 90px	\$1000	\$860	\$720	\$600
BANNER 600 x 300px	\$900	\$760	\$620	\$500
BANNER 600 x 90px	\$800	\$660	\$520	\$400

### SPECS

- Please submit jpg, gif, png, or animated gif files. **We cannot accept flash or pdf files.**
- Please send your destination link along with your ad.
- Max File Size: 300kb
- Art Deadline is the Friday prior to deployment.
- All sizes are width x height