



Display Advertising Information

DISTRIBUTION:

The Wet Set Gazette is published every other month with a circulation of 34,000 and a readership of approximately 45,000 expectant and new families. Wet Set Gazette is distributed free of charge to over 3,000 specifically targeted outlets in

- Los Angeles (north of Inglewood)
- West Los Angeles
- San Fernando Valley
- Conejo Valley
- San Gabriel Valley
- Pomona Valley
- Southern Ventura County
- parts of San Bernadino and Orange Counties

These outlets include Ob/Gyn offices, childbirth educators, hospitals and birth/breastfeeding stores. The paper is also sent free to Dy-Dee Diaper Service customers. The Wet Set Gazette can also be found on the web at www.dy-dee.com.

ARTWORK SUBMISSION SPECIFICATIONS

ARTWORK DEADLINE—First of the month, one month before publication.

Publication Date Ad Submission Deadline

November 15, 2010.....	October 1, 2010
January 15, 2011.....	December 1, 2010
March 15, 2011.....	February 1, 2011
May 15, 2011	April 1, 2011
July 15, 2011	June 1, 2011
September 15, 2011	August 1, 2011
November 15, 2011	October 1, 2011
January 15, 2012	December 1, 2011

ARTWORK FILE SUBMISSION

Ads can be submitted by email, internet or on a CD.

Ads must be actual size.

The following formats ONLY are acceptable:

- Hi-Res PDF File(PC or Mac)
- Adobe Photoshop(PC or Mac)
- Adobe Illustrator (PC or Mac)
- Quark Xpress (Mac Only) files

PLEASE REFER TO THE "WET SET ARTWORK FILE SPECIFICATIONS" PAGE FOR DETAILED INSTRUCTIONS ON FILE FORMATS, SUBMISSION AND SIZES.

Submitted ads should require no typesetting or computer work of any kind. The publisher is not liable for reproduction quality on files that require additional computer work. Photo manipulation, typesetting and other artwork will be charged to the advertiser at prevailing rates.

OTHER SERVICES

Complete design and production services are available for an additional charge. These services require a draft of text for the ad, original art for logos and any photos. Upon request, a proof copy will be emailed upon ad completion.

Advertising Rates (Black & White Ads)					
Size	[horizontal ad]	[vertical ad]	cost per issue	total cost	
1/32 page	[2 3/8" x 1 7/8"]				
			1 issue	\$78 78	
			3 issues	\$70 210	
			6 issues	\$62 372	
1/16 page	[4 7/8" x 1 7/8"]	[2 3/8" x 3 7/8"]			
				1 issue	\$153 153
				3 issues	\$136 428
			6 issues	\$128 768	
1/8 page	[4 7/8" x 3 7/8"]	[2 3/8" x 7 7/8"]			
				1 issue	\$297 297
				3 issues	\$263 789
			6 issues	\$239 1434	
1/4 page	[10" x 3 7/8"]	[4 7/8" x 7 7/8"]			
				1 issue	\$583 583
				3 issues	\$498 1494
			6 issues	\$460 2760	
1/2 page	[10" x 7 7/8"]	[4 7/8" x 16"]			
				1 issue	\$1107 1107
				3 issues	\$949 2847
			6 issues	\$892 4558	

COLOR AD RATES

Color ads are available on a limited basis. Additional charge per issue for a color ad is as follows:

1/32 page	\$ 15	1/4 page	\$ 120
1/16 page	\$ 30	1/2 page	\$ 175
1/8 page	\$ 60	full page	\$ 230

Special placement requests may be honored as space is available for an additional fee. Call for rates.

Marketplace (classified) ads and ads under the "Resources" listings are also available. See inside the Wet Set Gazette for form and prices or e-mail to thewetset@dy-dee.com to have a form emailed to you.

Advertisers and advertising agencies are liable for all content (including text, representation and illustrations) of advertisement and are responsible without limitation for any and all claims made thereof against Wet Set Gazette and Dy-Dee Diaper Service, its officers or employees.



Advertising Artwork Submission

In order for us to best serve you, we require that all advertising submissions adhere to the following specifications.

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Ads must be actual size.

The following formats ONLY are acceptable:

Hi-Res PDF File (Mac or PC)

.pdf must be 150 dpi or greater

Adobe Photoshop (Mac or PC)

.tif file; 200-300 dpi (grayscale and CMYK color)

.tif file; 720 dpi (solid line artwork)

Adobe Illustrator (Mac or PC)

.eps file; outline all fonts; include linked images;

Color files must be CMYK

Quark Xpress (Mac Only) files

Include all fonts and imported images.

Color files must be CMYK.

NO MICROSOFT WORD FILES WILL BE ACCEPTED AS FINAL ARTWORK.

TO SEND FILES:

Files under 10mb may be sent via email to:

wsg_advertise@dy-dee.com (please put your company name and "wsg ad" in the subject line)

Files over 10mb may be sent by going to yousendit.com and uploading your files there.

or burn a CD and mail via U.S.P.S. to:

Attn: Jill Franks

Wet Set Gazette

40 E. California Blvd.

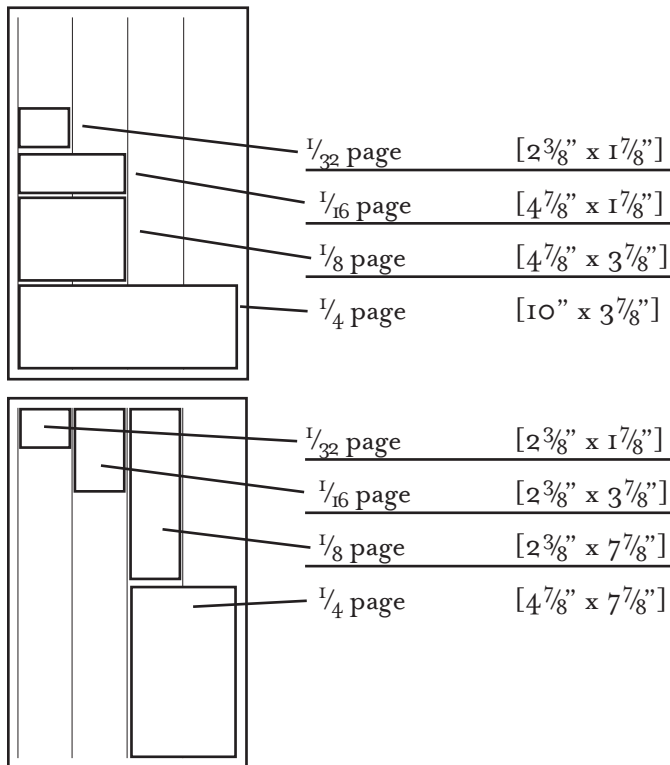
Pasadena, CA 91105-3203

(somewhere on the envelope put: Advertising CD enclosed)

DESIGN/PRODUCTION SERVICES

Complete design and production art services are available for an additional charge. These services require a draft of text for the ad, original art for logos and any photos. A proof copy will be e-mailed upon ad completion. Request a "Wet Set Advertising Design/Production Services" sheet for more information.

Ad Sizes		
Size	[horizontal ad]	[vertical ad]
1/32 page	[2 3/8" x 1 7/8"]	
1/16 page	[4 7/8" x 1 7/8"]	[2 3/8" x 3 7/8"]
1/8 page	[4 7/8" x 3 7/8"]	[2 3/8" x 7 7/8"]
1/4 page	[10" x 3 7/8"]	[4 7/8" x 7 7/8"]
1/2 page	[10" x 7 7/8"]	[4 7/8" x 16"]



Advertisers and advertising agencies are liable for all content (including text, representation and illustrations) of advertisement and are responsible without limitation for any and all claims made thereof against Wet Set Gazette and Dy-Dee Diaper Service, its officers or employees.



Advertising Design and Production Rates

ARTWORK SERVICES

Complete design and production services are available for an additional charge. These services require:

- a draft of text for the ad,
- original art for logos
(printed copy or computer file)
- any photos

A copy of your ad will be e-mailed to you upon ad completion. A copy on CD is available for \$5 upon request.

Please allow two weeks for creation of your ad prior to the Wet Set Gazette's ARTWORK DEADLINE:

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A copy of your ad will be sent to you in PDF file format. You may request that your file is created in a specific application (i.e., Illustrator, Quark, etc.) and if possible, we will try to accommodate your request.

Questions regarding the creation of your ad may be emailed to Jill Franks at:

wsg_advertise@dy-dee.com

Questions regarding the billing of your ad artwork or ad space may be emailed to Myrna Pullido at:

thewetset@dy-dee.com

or mailed U.S.P.S. to:

Myrna Pulido
40 E California Blvd
Pasadena, CA 91105

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Ad Creation Rates (estimated)

Size	[horizontal ad]	[vertical ad]	estimated time	estimated cost
1/32 page	[2 3/8" x 1 7/8"]		1/2 hr	\$40
1/16 page	[4 7/8" x 1 7/8"]	[2 3/8" x 3 7/8"]	1/2 hr	\$40
1/8 page	[4 7/8" x 3 7/8"]	[2 3/8" x 7 7/8"]	1 hr	\$80
1/4 page	[10" x 3 7/8"]	[4 7/8" x 7 7/8"]	2 hrs	\$160
1/2 page	[10" x 7 7/8"]	[4 7/8" x 16"]	4 hrs	\$320

Advertising creation is billed at \$80/hour with a minimum charge of \$40. Total cost may vary based on number of photos or illustrations in your ad, extent of artwork/photo manipulation or text changes your ad requires.