

family times

2019 MEDIA KIT



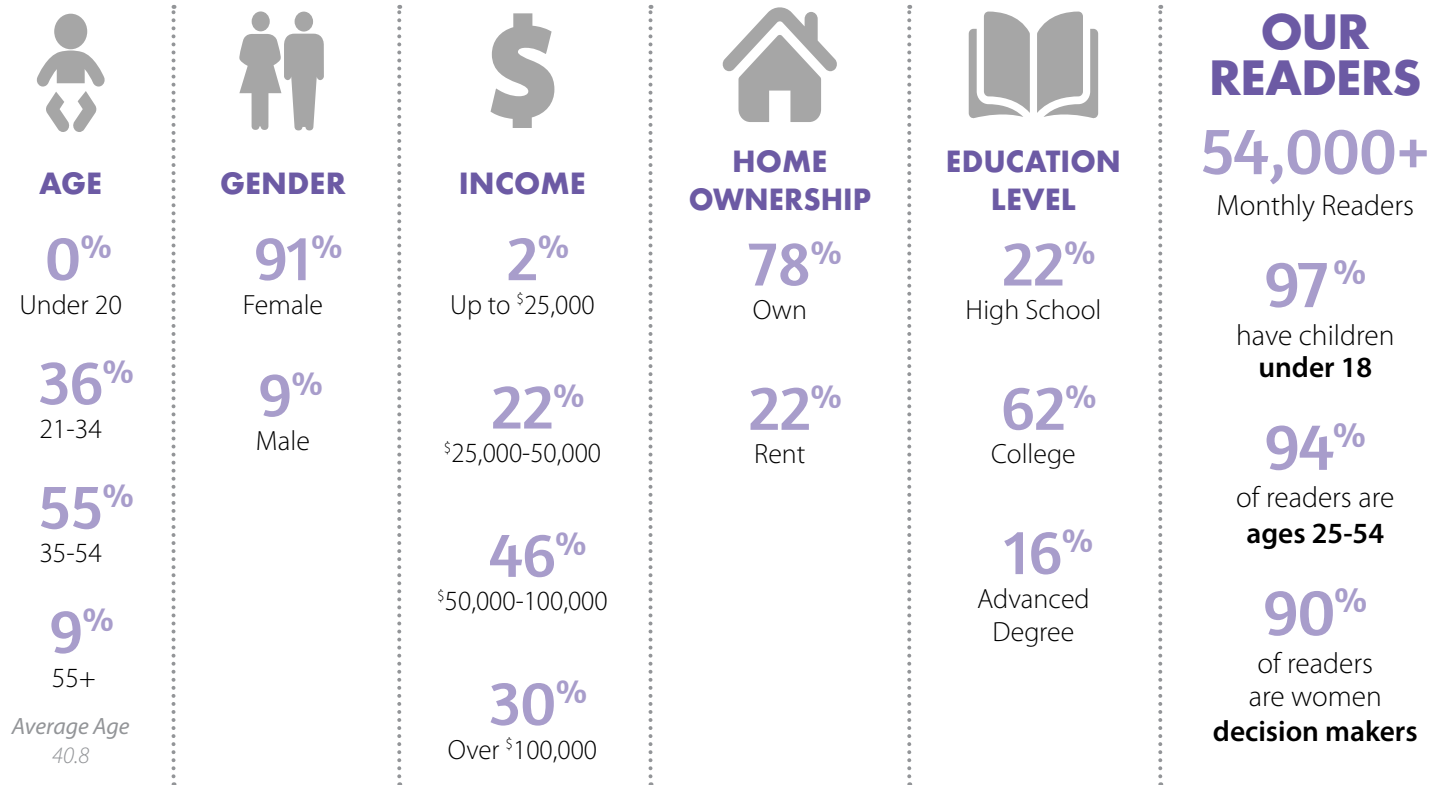
June 2018 Cover

Every month *Family Times* provides informative and inspiring articles for parents with children of all ages, from infants to teens. Stories aim to make parents' lives easier and more fun. *Family Times* also features a comprehensive calendar of events for parents, grandparents and children. More than 60+ elementary schools and 37 day care centers in the area request copies of *Family Times* to distribute directly to parents. **Find us at a location near you or online at familytimescny.com.**

READER DEMOGRAPHICS & CIRCULATION

The Most Active Readership.
Family Times readers are engaged in their communities, shopping and dining locally. They embrace the arts and care about local government. They rely on the *Family Times* activities listings in Central New York.

The Fastest Growing Audience.
Family Times has shown steady growth, both for our new online and print editions. Readers pick us up every month to access the most extensive events calendar in the area, and because we are the trusted voice in parenting and women's issues.



42% Greater **MEDIAN READER INCOME***
\$76,441
 (vs. \$53,536 avg.)

26% Greater **AVERAGE HOUSEHOLD INCOME***
\$89,112
 (vs. \$71,002 avg.)

Family Times Footprint in CNY



RED HOT DISTRIBUTION SPOTS
 Wegmans **1750** • Tops Friendly Markets **1175**
 YMCAs **750** • Price Chopper **750**
 Webster Elementary **750** • Salem Hyde Elementary **500**
 Wegmans Visitors Center **300** • St. Margaret's School **250**
 St. Rose of Lima **250** • Blessed Sacrament School **225**
 Auburn Hospital **200** • University Hospital **200**
 Gingerbread House **200** • Country North Child Center **150**
 Stella's Diner **100** • Parkside Children's Center **100**
 Jowonio School **100**

5 COUNTY COVERAGE
 Onondaga • Oswego • Cayuga • Oneida • Madison

CVC Audit, September 30, 2018

Family Times circulation is audited and verified by the Circulation Verification Council, a national, independent auditing company.

*CVC Audit and ESI Software

Participating member

2019 EDITORIAL SCHEDULE

Family Times publishes monthly.
Space reservations and ad copy are due
the 2nd Friday of the prior month.

MONTH	TOPICS COVERED
January Deadline 12/07	Health & Wellness <ul style="list-style-type: none"> • Caffeine and energy drinks for kids and teens • Vaccines in the first year and what they're for
February Deadline 1/11	Fun February <ul style="list-style-type: none"> • Getting out and about in CNY with preschoolers • Valentine's Day craft • National Children's Dental Health Month
March Deadline 2/15	Special Needs Issue
April Deadline 3/15	Independence <ul style="list-style-type: none"> • Kids Expo
May Deadline 4/12	Celebrations <ul style="list-style-type: none"> • Family Times' 17th Anniversary; Mother's Day
June Deadline 5/10	Pets Issue
July Deadline 6/14	Summer Excursions <ul style="list-style-type: none"> • Street Painting Festival
August Deadline 7/12	Baby Issue <ul style="list-style-type: none"> • Stories for Expectant and New Parents
September Deadline 8/09	Back to School Issue
October Deadline 9/13	Fall Activities and Outings
November Deadline 10/11	Food and Celebrations <ul style="list-style-type: none"> • Best of Syracuse for Families 2019 • Lights on the Lake Insert
December Deadline 11/08	Gift ideas for families

ADDITIONAL EDITORIAL FOCUS

- **Body/Mind**
Wellness professionals offer tips for getting fit and staying sane.
- **Nutritional Content**
A dietitian separates facts from fads.
- **News Features**
Reporters explore topics that affect local families.
- **Because I Said So**
A single father shares what it's like co-parenting a teen daughter.
- **Family Faces**
Profiles of people in the community, including teachers, doctors, and entrepreneurs with kids.
- **Atypical Family**
A mother of a daughter with special needs talks about her family's ups and downs.
- **Health**
Local doctors, nurses and other practitioners answer parents' most urgent questions.
- **Together Times**
Crafts and other creative projects for parents and kids.
- **Travel**
Adventures in upstate New York and beyond.
- **Calendar of Events**
A month of outings and activities for parents and kids.

DISPLAY & DIGITAL RATES

PAYMENT POLICY

All advertising must be paid in advance unless a credit application is submitted and approved. Terms are net 30 days.

*RATES EFFECTIVE JAN. 1, 2019

Display Advertising Rates

AD SIZE	DIMENSIONS	FOR RATES , contact your sales representative: (315) 422-7011 or sales@syracusenewtimes.com
Back Cover	8.25 x 10.75	
Two Page Spread	16.5 x 21.5	
Full Page	7.75 x 10	
1/2 Horizontal	7.75 x 4.9	
1/2 Vertical	3.7 x 10	
1/4 Square	3.7 x 4.9	
1/6 Horizontal	7.75 x 1.5	
1/8 Horizontal	3.7 x 2.3	
1/8 Vertical	1.7 x 4.9	
1/16 Square	1.7 x 2.3	

Sponsorship Opportunities

Kids Expo

An exhibition at the New York State Fairgrounds showcasing camps, activities, events and products for parents and children of all ages.

Street Painting Festival

During ArtsWeek in July, spectators look on as hundreds of local artists (professionals and amateurs alike) decorate the sidewalks in Syracuse for prizes.

Contact your sales rep

DIGITAL ASSETS

Website familytimescny.com
Launched May 2018



	AD SIZE	DIMENSIONS
1	Leaderboard & Footer	728 x 90
2	Sidebar Single	300 x 250
3	Sidebar Double	300 x 600
4	Content Banner	1250x1042
5	Sponsored Article	1250 x 1042
6	Photo Gallery	Approx. 120 x 60



Family Times Newsletter Monthly
Launched June 2018

Content Banner
875 x 200

OR

Sponsored Story

MONTHLY METRICS

1,204
Subscribers

14.7%
Opens

6.6%
Click Rate

family times

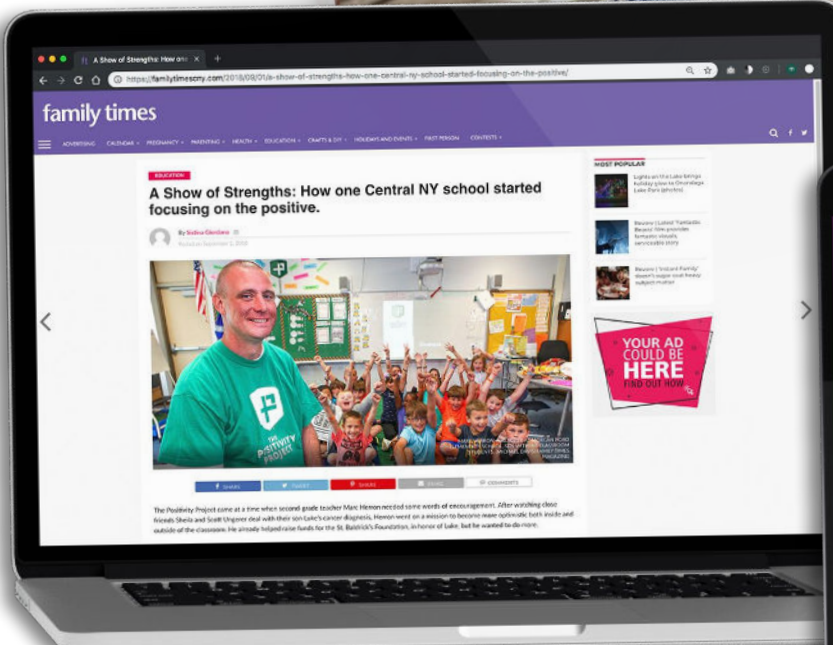
CONTENT BASED MARKETING

The unmatched power of custom-crafted content, written and designed to blend into our print and digital channels.

Reach our readers through the power of your story - \$1600 (full page only)

You Get:

- Your native content piece is crafted by a staff writer and includes: photos and organic search engine optimization.
- Social media content delivery served to our readers and customized to a targeted audience defined by your business.
- Digital newsletter promotion with link to your story on the *Family Times* website.



PRODUCTION GUIDELINES

Need Creative Design Help?

No problem, simply send your account manager a logo file, images, concept, and copy and we will work with you to create an ad that will make us both proud.

If you are supplying art/photos/logos for an ad that we are constructing, we accept TIFF and JPG files that are 300 dots per inch (dpi) or at least 600 dpi (for line art).

Accepted File Formats

- **Name file:** ADVERTISER_SIZE_FAMILYTIMES_PUBLICATION DATE
 - Please send PDF files
 - ***NO** Microsoft Word, Microsoft Publisher, PowerPoint or other word processing files will be accepted.
 - Ads should be built to the exact print size and files preflighted.
 - All images must be a minimum of 300 dpi
 - Color space must be CMYK. **NO** RGB or Spot colors.
 - All fonts must be embedded.
 - Black type and large areas of black should be 1-color black
 - Minimum size type fonts: 6pt (black only)
 - Minimum size reverse type fonts: 9pt
 - Provided logos must be high resolution, preferably 300 dpi and larger than 2".
- *If any of the above requirements cannot be met, Family Times may require additional production time to recreate your ad.

The Family Times' Creative Services Department uses Adobe Creative Cloud in a Macintosh environment.

Electronic Files Specifications (NOT COMPLETE ADS)

If you decide the Creative Services Department should create your ad, but you want to supply artwork, logos or copy, here are our guidelines:

- Accepted file formats for photos and/or logos: .tif; .eps; .jpg files
- Artwork supplied in the above image file formats should be a minimum 300 dpi
- Artwork pulled from the web is a standard 72dpi and is not acceptable
- High-resolution versions of logos should be provided whenever possible
- Color artwork should be supplied in CMYK mode.
- To submit copy for your ad either submit a .txt file as an attachment to your e-mail or copy and paste your information in the body of the e-mail.

Calendar Listings Are Free!

E-mail information about your family-friendly event to editorial@familytimes.biz.

Include date and time of event, location with numbered street address and town, price, and phone number for publication. We give priority to low or no-cost events aimed at parents, kids, or parents accompanied by kids.

Calendar listings depend on space available and are at the discretion of our editorial staff.

TO ADVERTISE

Tim Hudson
VP Sales
(315) 422-7011 ext.114 or
timh@syracusenewtimes.com

CONTACT INFORMATION

Family Times
1415 W. Genesee St.
Syracuse, NY 13204
315-422-7011
F: 315-422-1721
Like us on Facebook!

Working together to build an audience in your community.

All local events are listed in our ticketing system, drawing a large audience of event-goers looking for local events. Ticketing with us means your events, venues and brand get exposure to a greater audience through event listing, articles and local promotions.



**WHY CHOOSE
CNYTIX.COM?**

- Built-in promotion in the *Syracuse New Times* to maximize event success
- Low 1.9% merchant fee
- No extra cost to you
- Nightly deposits of your revenue
- Low ticket fees
- Local customer service
- Easy access, easy set up
- App for on-site sales & scanning of tickets
- Easy to use dashboard to track success

Set up a time to talk or ask us a question.

Megan McCarthy
Sales And Marketing Coordinator
(315) 422-7011 ext.110 or
info@cnytix.com

