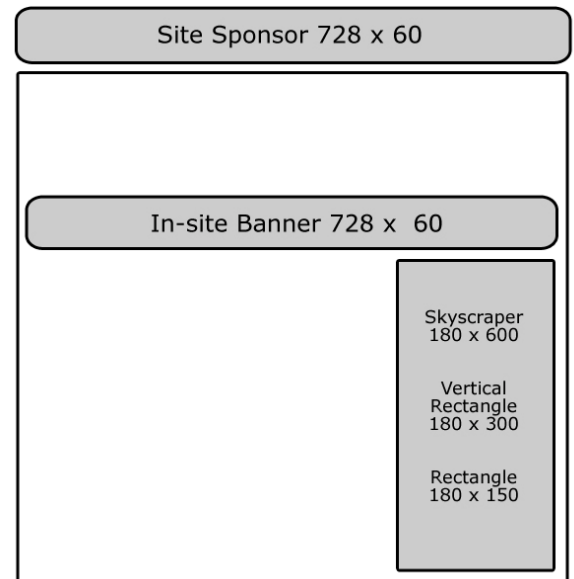


Ad Design Specifications

Producing Your Ad

Formats and Requirements

- We accept .jpg, .gif, .tif, .psd, (PhotoShop version CS2), .eps, or high-quality PDF. Ads created in Microsoft Word, PowerPoint, Publisher or any other word processing tools are not permitted.
- 300 dpi resolution or higher.
- RGB color.
- Animated gif files or flash animations must be approved by Local Kidz Stuff corporate offices (please speak with you local representative).
- You must have fully-licensed photography or artwork.
- No inappropriate images or suggestive subjects are allowed.
- If PhotoShop .psd or .eps is used, please send any non-standard fonts along with the artwork.
- Please include your business name and the Local Kidz Stuff affiliate area in the filename (eg. Sonic ad for magnoliatomball.jpg).



Delivery

- Email to ads@localkidzstuff.com.
- Include all source files (fonts, logos, and artwork) for necessary adjustments.
- Include advertiser and (if applicable) designer contact name, number, website URL, and email address with the submission.

Production Fees

Local Kidz Stuff can develop your ad for you or you can have your graphics department or local graphic designer send the ad to us. Our price for ad development is \$150. For us to develop your ad, you'll need to send any logos, clip art, graphics and color choices to the delivery address above. Changes to the ad taking more than 10 minutes to complete are charged at \$25 per 30 minute interval.

There are no coupons allowed in the advertisement. There is a separate feature of the website planned for displaying coupons, so if you're interested, please see your local area representative. It is, however, permissible to mention sales or "mention this ad for a discount, free dessert", etc.

Ad Placement

- Allow 3-5 business days for ad placement on the site.
- Ads are placed in the following order:
 - Size
 - Seniority
 - First-come-first-served

