




**In The Hills magazine presents
an exclusive online resource
for parents, grandparents
and caregivers.** 

- Stay up to date on local activities for children and parents
- Learn how other parents cope with the work/family balance
- Connect through Facebook and Twitter
- Find local goods and services for kids
- Read interesting and entertaining blogs on topics such as work/life balance and healthy living and eating

Special “Bundle of Joy” discount!

Bundle your print ad in In The Hills magazine with a web ad on KIDSinthehills.ca and receive a **50% discount** on your web ad! Plus, receive a listing for **FREE!** See reverse for ad rates.

Remember

A click on your listing or ad takes readers directly to your website. Ads rotate equally. The number of ads is limited for each position, so book your spot early.

To book a business listing or web display ad please contact

Jennifer Payne

519-925-1851

jennifer@inthehills.ca

Advertise on KIDSinthehills.ca

KIDSinthehills.ca offers an exciting, affordable opportunity for local advertisers to reach their community through a source they value and trust. Our online content reflects the same high editorial and production standards that have earned In The Hills magazine its reputation as a trusted community resource for the past 19 years.

Each quarterly issue of In The Hills magazine features a column by Bethany Lee – Orangeville writer, business owner and mom. In Headwaters Nest, Bethany reflects on the pleasures and challenges of family living in the hills – and it actively directs readers to KIDSinthehills.ca. Interactive features and lively, fresh information keep readers returning again and again.

www.kidsinthehills.ca

2012 ONLINE RATES

RATES INCLUDE A FREE BUSINESS LISTING

MONTHS	3	6	9	12
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BANNER 468 PIXELS X 60 PIXELS				
\$	375	630	810	900

UPPER SQUARE 300 PIXELS X 250 PIXELS				
\$	360	600	765	840

LOWER SQUARE 300 PIXELS X 250 PIXELS				
\$	345	570	720	780

RECTANGLE 300 PIXELS X 125 PIXELS				
\$	240	420	540	600

SQUARE BUTTON 125 PIXELS X 125 PIXELS				
\$	150	270	360	420

2012 FREE listing service

KIDSinthehills.ca is pleased to offer a FREE listing to any business or organization serving local parents and kids. This enhanced listing includes a 50 word description, plus a link to your website or email. These listings have no expiry! Take advantage of this exposure today and email your information to info@inthehills.ca (display ad purchase not required).

Terms

Payment due on order. VISA/MC accepted.

Ad specifications

Recommended maximum download file size: 30k; formats: .gif, .jpg
Submit artwork to: bethany@inthehills.ca

Need your ad designed?

Creative services available at \$50/hour.

PHOTO FRONT : Boy and alpaca by Rosemary Hasner. ILLUSTRATION BACK: Shelagh Armstrong

2012 Web Advertising Planning Guide

The screenshot shows the Kids in the Hills website layout with various ad placements. At the top, there is a navigation bar with links for HOME, ADVERTISE, SUBSCRIBE, ARCHIVE, CONTACT, WHAT'S ON, and SITE MAP. A search bar is located on the right. Below the navigation is the Kids in the Hills logo and a banner ad area labeled "BANNER 468 X 60 PIXELS". The main content area is divided into sections: "From the Nest" and "Upcoming Kids' Events" (both with placeholder text and images), and "Latest Tweets" (with placeholder text). On the right side, there are several ad placement boxes: "UPPER SQUARE 300 X 250", "LOWER SQUARE 300 X 250", "RECTANGLE 300 X 125", "RECTANGLE 300 X 125", "RECTANGLE 300 X 125", "SQUARE BUTTON 125 X 125", "SQUARE BUTTON 125 X 125", "SQUARE BUTTON 125 X 125", and "SQUARE BUTTON 125 X 125".

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Special "Bundle of Joy" offer: **50% off your web ad** when you also book a print ad in In The Hills magazine!