



# tulsakids

FOR ACTIVE PARENTS IN TULSA & SURROUNDING COMMUNITIES

## MEDIA PLANNING GUIDE



OKLAHOMA'S AWARD-WINNING MAGAZINE  
FOR PARENTS & FAMILIES

**TK** PUBLISHING inc.



# 30+ Years OF TRUSTED FAMILY CONTENT

TulsaKids Media is the only media brand devoted to parents in Tulsa and surrounding communities. We celebrate and support families in all they do, bringing them the knowledge, entertainment, and resources they need to be the best parents they can be. Generations of moms and dads have trusted TulsaKids as their parenting resource for more than 30 years. We create community.



TulsaKids has won numerous national, regional and statewide awards for digital products, editorial and design from the Parenting Media Association, the Great Plains Journalism Awards, and the OK State Department of Tourism.

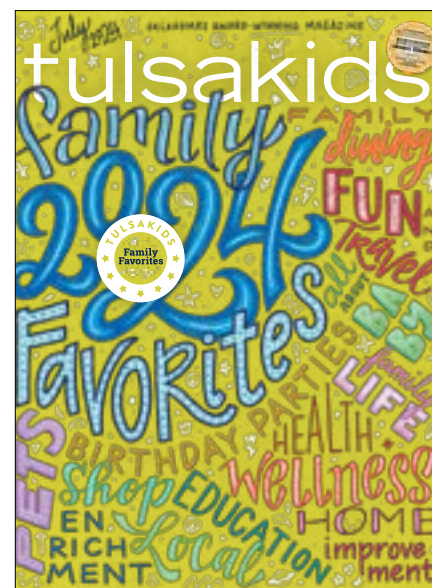
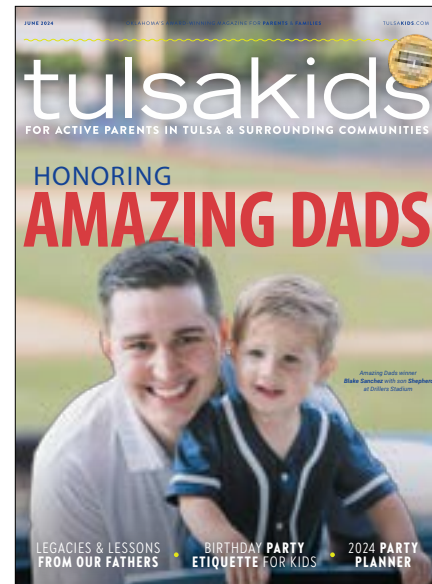


## CONTACT US!

1622 S. Denver Ave.  
Tulsa, OK 74119  
918-582-8504  
[tulsakids.com](https://tulsakids.com)

## MEDIA ACCOUNT EXECUTIVES:

**Lindsey Copes**  
[lindseycopes@tulsakids.com](mailto:lindseycopes@tulsakids.com)  
918-638-5161  
**Amanda Murphy**  
[amandamurphy@tulsakids.com](mailto:amandamurphy@tulsakids.com)  
918-210-8343



400+ print distribution sites in Tulsa and surrounding communities and approximately **117,000** digital distributions to local households with children.

## AUDIENCE

AVERAGE Age: 25-54 75% FEMALE

PARENTS who are  
Educated & Affluent

Total Monthly Reach  
**145,000+**  
READERS

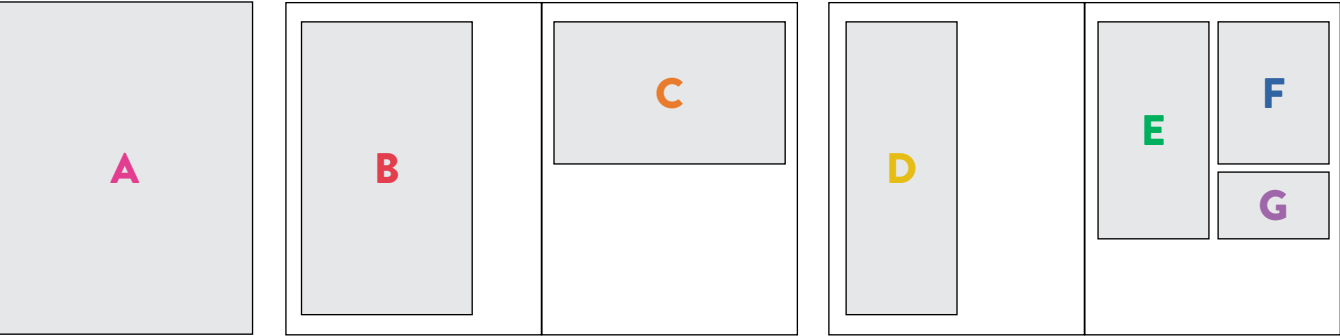
Average Monthly Users  
**68,667**  
SEPTEMBER 2023-AUGUST 2024

Average Monthly  
Web Page Views  
**104,869**  
SEPTEMBER 2023-AUGUST 2024

Newsletter:  
**10,000**  
SUBSCRIBERS

Social Media  
**32,000+**  
FOLLOWERS

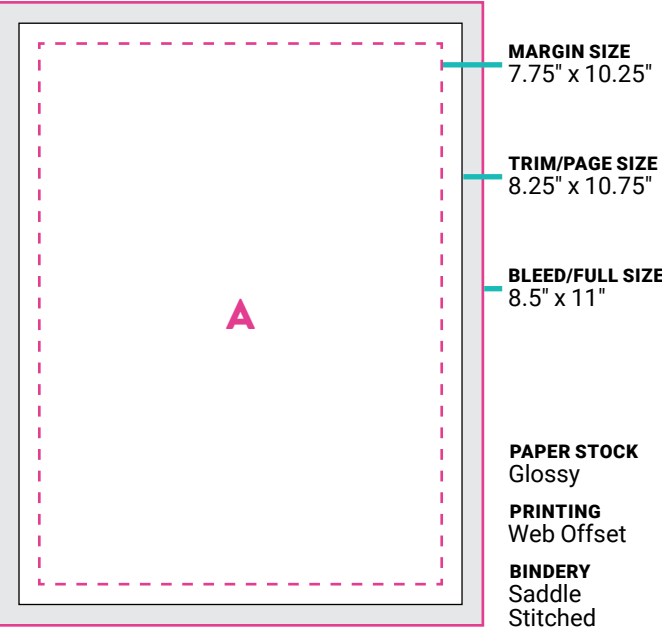
PRINT ADS & PRICING



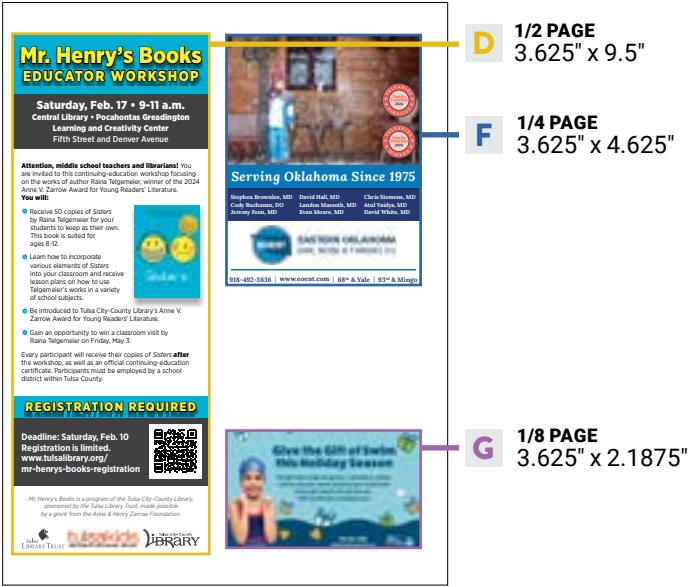
SIZE NAME		WIDTH x HEIGHT (inches)	1X RATE	6X RATE	12X RATE
A	Full Page*	8.25" x 10.75" + .125" bleed*	\$2800	\$2300	\$2135
B	Junior Page	5.5625" x 9.5"	\$2375	\$1935	\$1775
C	1/2 Page Horizontal	7.5" x 4.625"	\$1995	\$1640	\$1495
D	1/2 Page Vertical	3.625" x 9.5"	\$1995	\$1640	\$1495
E	3/8 Page	3.625" x 7.0625"	\$1340	\$1075	\$985
F	1/4 Page	3.625" x 4.625"	\$1050	\$840	\$765
G	1/8 Page	3.625" x 2.1875"	\$545	\$515	\$455

\*Bleeds on Full Page only. Please include .125" bleed to 8.25" x 10.75" ad; final size will be 8.5" x 11". Keep essential art/copy within a .25" of the edge.

Full Page Ad Details



Ad Sizes



PRINT MARKETING OPTIONS

Premium Preferred Positions

Prime Placement for Full Page Ads

- Inside front cover
- Page 1
- Opposite Table of Contents
- Inside back cover
- Back cover

Pricing available upon request.

Pre-Printed Inserts

Pre-printed inserts may be distributed at the basic rate of \$75 per thousand for full press run, single-sheet, 60 lb. stock, up to 8 x 10". Rates for other sizes, weights and less than full run quantities available upon request.

Sponsored Content

Print/Digital Hybrid

- Ad space that looks like editorial
- Full- and half-page options available
- Client provides copy and images.
- Click for example:

Print/digital

Website

E-Newsletter Feature

- A feature in our weekly e-newsletter
- Client provides image(s), logo and article
- Article is published at [tulsakids.com](https://tulsakids.com) and featured on homepage for two weeks

Sponsored Content E-Blast

- A dedicated e-blast (distributed to 10,000+ subscribers)
- Client provides image(s), article, subject line and url

ALL PRINT ADS ARE DUE BY THE 15TH OF THE MONTH PRECEDING THE AD'S RUN DATE.



Sponsored Content – Print



Sponsored Content – E-Blast



Full Page Sponsored Content Format



Half Page Sponsored Content Format



Sponsored Content E-Blast Format



E-Newsletter Feature



E-Newsletter Feature Format



## Ask The Experts

\$315/month

Local experts answer frequently asked questions from their area of expertise.

- Featured in TulsaKids Magazine and at [tulsakids.com/ask-the-experts](https://tulsakids.com/ask-the-experts)
- Client provides question, answer, logo and image
- 12-month commitment

## Guides

Local resources available in monthly publication and year-round at [tulsakids.com/guides](https://tulsakids.com/guides).

**January:** Education Guide

**February:** Health & Wellness Guide

**March/April:** Camp Guide

**June:** Party Planner

**July:** School Guide

**August:** Enrichment Guide

**October:** Inclusive Resource Guide



Ask The Experts – Print



Ask The Experts – Social Media Post



Website Listing

## DIGITAL ADS & PRICING

	WIDTH X HEIGHT (pixels)	RATE
Website Leaderboard	728 x 90 px or 970x250 px	Run-of-site and page-targeted positions available; Ask Media Account Executive for Pricing
Website Tile Ad	300 x 250 px or 300x600	Premium and standard positions available; Ask Media Account Executive for Pricing
Website In-Story Ad	970x250, 728x90 or 300x250	
Website Cube Ad	6 square images, around 10 words of text	Ask Media Account Executive for Pricing
Website Pushpin Ad	Image (square recommended) + copy	
Website Local Authority Ad	Ask media account executive for details	
Social Media Boosted Post	1000 px wide or more	\$105
E-mail Banner	600 x 200 px	\$265
E-mail Tile Ad	300 x 250 px	\$105
Dedicated E-Blast	600 x 1000 px (Maximum length)	\$630
Multi-Advertiser E-Blast	600 px	Starting at \$99
2-Week Contest Sponsorship	Ask for details	\$420
4-Week Contest Sponsorship	Ask for details	\$575

DIGITAL PUBLICATION OPTIONS		
Full Page Left of Cover Ad	594 x 774 px (Equal to print page size, 8.25" x 10.75")	Ask Media Account Executive for Pricing
Interstitial Page	594 x 774 px (Equal to print page size, 8.25" x 10.75")	
Contents View Options	625 x 352 px	
Video	Ask for details	

## DIGITAL MARKETING OPTIONS

### Website Leaderboard

Click for Example

Tile Ad

Click for Example

## Social Media

Boosted Facebook or Instagram Post

- Runs four days
- Reaches relevant target audience
- Image (at least 1,000 px wide with minimal text), copy and URL



Website Leaderboard Ad



Website Tile Ad



DIGITAL MARKETING OPTIONS (CONTINUED)

E-mail

E-Newsletter

Distributed to our 10,000+ subscribers every Thursday morning.

E-Newsletter Banner

E-Newsletter Tile

Click for Example

Dedicated E-Blast

- Subject line, URL

Click for Example

Multi-Advertiser E-Blast:

- Featured or basic listings available; limited spots
- Image 600 px wide, 60 words copy, logo, contact info

Click for Example

Contest Sponsorship

2-Week Contest or Giveaway

- Client provides a prize valued at \$100 minimum, plus an image to be used in promotions
- Promoted at [tulsakids.com/contests](https://tulsakids.com/contests) and in print, through social media and weekly e-newsletters
- Includes e-mail opt-in list

4-Week Photo Contest

- Client provides a prize valued at \$100 minimum
- Themes can be customized based on client preference
- Promoted at [tulsakids.com/contests](https://tulsakids.com/contests), in print and across all digital platforms for one month
- Includes e-mail opt-in list



E-Newsletter



Contest Sponsorship



Dedicated E-Blast



Multi-Advertiser E-Blast

Digital Edition

Full Page Ad Left of Cover

Click for Example

Interstitial Page

- Pops up between pages of TulsaKids Magazine. Links to client website.
- PDF, 594 x 774 px (TulsaKids print edition page size, 8.25"x10.75")

Click for Example

Video Options

- Can be embedded, a pop-up or link to a streaming service such as YouTube.
- Speak with media account executive about different options.



Video Ad



Left of Cover Ad



Interstitial Page

**PRODUCTION CHARGES** Our Art Director is available to produce your ad free of charge for simple typesetting and layout. AD INFORMATION, GRAPHICS ETC., MUST BE TURNED OVER TO THE ART DEPARTMENT BY THE 10TH OF THE PROCEEDING MONTH IN ORDER FOR THIS FREE SERVICE TO BE AVAILABLE. Rates include two proofs of revisions. Additional revisions are \$35 each. Ads requiring complex typesetting, design, photo-shopping or resizing may incur additional charges (min. \$75.00/hr). Artwork submitted and not meeting the exact dimensions shown may be 'floated' in ad space or resized and charged accordingly. Four Color process, No Spot/PMS match colors.

**DISCOUNTS AND COMMISSIONS** 15% discount to recognized non-profits (501C3). Rates are quoted as net rates. Accredited advertising agencies should add their commission to the rates quoted herein.

**SPACE DEADLINE/CANCELLATIONS** Cancellations are not accepted after closing date for space reservations.

**BILLING & TERMS** Credit may be extended to established businesses with a signed contract. 50% prepayment is required for all transient/out-of-town ads, or for ad space ordered but not on a signed contract. Invoices are due upon receipt. Invoices will be considered delinquent and subject to an interest charge of 1.5% per month (18% annual) on accounts 30 days past invoice date. Frequency rates apply only if the contract is completed according to terms and within time periods specified. Failure to complete contract will result in a short rate being applied for actual space used. All rates are net and subject to change. All rates include a live ad with links in TulsaKids' Digital Edition. Costs shown are for camera-ready ads per insertion.

**GENERAL POLICIES** The publisher reserves the right to refuse any advertisement at any time. The advertiser assumes total liability for ad content and full responsibility for any claims, expenses, or losses arising from such content.

# EDITORIAL CALENDAR

In addition to these featured topics and guides, monthly columns include child development information for parents of infants through teens, a library column, recipes, a profile of a local adult and a local child/teen and a comprehensive calendar, including seasonal events & activities.

## JANUARY

### Education

SPECIAL SECTION/GUIDE

**Education & Enrichment**

E-BLASTS

**Family Favorites**

**School Open House**

**Enrichment/Homeschool**

SPONSORED CONTENT

**School Highlights**

CONTESTS

**School Spirit Photo Contest**

## MAY

### Amazing Moms; Fun Spots for a Summer Day Round-up

E-BLASTS

**Last-Minute Camp Enrollment**

**Mother's Day**

**Memorial Day**

CONTESTS

**Family Favorites Voting**

**Congratulate a Graduate Photo Contest**

ANCILLARY PUBLICATION

**Summer Family Fun Guide**

## SEPTEMBER

### Making Social Connections: Parents

SPECIAL SECTION/GUIDE

**Baby Handbook**

CONTESTS

**Favorite Things to Do in**

**Tulsa Photo Contest**

ANCILLARY PUBLICATION

**2024–2025 College Planner**

## FEBRUARY

### Family Health; Food Allergies

SPECIAL SECTION/GUIDE

**Health & Wellness**

E-BLASTS

**Valentine's Events**

CONTESTS

**Hug the One You Love Photo Contest**

**Amazing Moms Contest**

## JUNE

### Amazing Dads; Places to Swim

SPECIAL SECTION/GUIDE

**Party Planner**

E-BLASTS

**Summer Activities (x3)**

CONTESTS

**Summer Fun Photo Contest**

## OCTOBER

### Special Needs

SPECIAL SECTION/GUIDE

**Inclusive Resource**

**Fall Family Fun Guide**

E-BLASTS

**Fall Break Activities**

**School Open House**

**Halloween Events**

CONTESTS

**Fall Fun Photo Contest**

## MARCH

### Camps; Spring Break

SPECIAL SECTION/GUIDE

**Summer Camps and Activities**

E-BLASTS

**Preschool Enrollment**

**Spring Break Activities**

CONTESTS

**Family Favorites Nominations**

**Kids and Pets Photo Contest**

## JULY

### Family Favorites; Education

SPECIAL SECTION/GUIDE

**Schools & Education**

E-BLASTS

**Summer Activities (x2)**

**Family Favorites**

CONTESTS

**Cover Kid Contest**

**Make A Splash Photo Contest**

## NOVEMBER

### Oklahoma Natives: Places to Learn about Native American Heritage

SPECIAL SECTION/GUIDE

**Holiday Season Kick-off**

**Season of Giving**

E-BLASTS

**Thanksgiving Break Activities**

**Holiday Activities**

CONTESTS

**What I'm Grateful For Photo Contest**

## APRIL

### Child Abuse Awareness; Camps, part II

SPECIAL SECTION/GUIDE

**Summer Camps and Activities**

E-BLASTS

**Pediatric Therapists**

**Swim Lessons**

CONTESTS

**Signs of Spring Photo Contest**

**Amazing Dads Contest**

## AUGUST

### Back-to-School Checklist & Enrichment

SPECIAL SECTION/GUIDE

**Enrichment**

E-BLASTS

**Back-to-School**

CONTESTS

**Back to School Photo Contest**

## DECEMBER

### Holidays

SPECIAL SECTION/GUIDE

**Holiday Family Fun Guide**

E-BLASTS

**Gift Guide**

**Winter Break Activities**

**Indoor Places to Play**

CONTESTS

**12 Days of Christmas Giveaways**

**Holiday Fun Photo Contest**