

JACKSON

FREE!

Kids' **DIRECTORY**

**PRODUCTS & SERVICES FOR FAMILIES
IN JACKSON AND SURROUNDING AREAS**



www.jacksondirectories.com

What is the Jackson Kids' Directory?

- A high-quality, full color resource guide of products and services for children and parents.
- A publication targeted both in concept and distribution to reach parents.
- It is not a “magazine” with articles that are looked at then discarded - The directory is used as a shopping resource month after month.
- It is simply the perfect method for a business with children related products or services to market their company and bring in new customers.



Targeted Distribution...

- Pediatricians & Family Doctors' offices
- OB/GYN offices
- Day Care/ Childcare centers
- Children's retail stores
- Advertisers are given directories each month for display.

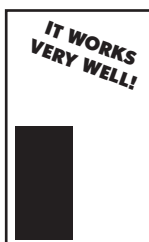
Reaches Buyers...

The *Jackson Kids' Directory* will work for you 24/7 to reach active buyers.

Our cover says exactly what we do, and only people interested in your products and services will pick it up.



1/8 Page
2 1/4" x 1 3/4"



1/4 Page
2 1/4" X 3 3/4"



1/2 Page
4 3/4" X 3 3/4"



Full Page
4 3/4" X 7 3/4"

Net Investment Rates Per Month	2 Months	4 Months	12 Months
1/8 Page	\$125	\$105	\$75
1/4 Page	\$185	\$165	\$125
1/2 Page	\$315	\$275	\$225
Full Page	\$595	\$525	\$425
Cover (Back/Inside Front)	\$795	\$725	\$615

- **120,000 copies distributed every year.**
- **10,000 copies of the new publication distributed monthly!**
- **Website link included.**
- **All advertisements are in full COLOR!**
- **We will create your ad!**

Camera-ready artwork is not needed. In fact, we would prefer to design an ad for you that will bring you customers. You may provide the logos, pictures and a copy of what your ad should feature. Our Art Department will custom design a "business building" ad for a production fee of \$55.00.

All copy is subjected to approval by publisher.

All ads remain the property of the Kids' Directory™.

CONTACT INFORMATION

Jackson Directories

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How the Your City Kids' Directory Brings You New Customers...

- Targeted for buyers with needs: moms-to-be, parents, and grandparents
- Wide distribution – reaches new customers every month
- Attractive and easy-to-use format
- Long-use life, digest size, and easy to carry around
- Receives “spin-off” business from other advertisers
- BEST OF ALL, you get results with a minimum investment

What others say about our targeted publications...

“It has been very effective. I highly recommend it!” –Gus, Owner, Space Walk of Jacksonville, (904)646-5867

“I’ve received numerous phone calls in the short few days following distribution of the directory. I never expected it to work so fast!” –Carol, Owner, Forever Fairy Tales, (904) 268-5681

“We have received more “bang for our bucks” than with any other print media.” –Trish, Gen Mgr., The Clubhouse for Kids, (817) 955-5060

“I get more customers from the Kids' Directory than anything else! Customers come in with the book in hand.” –Jennifer, Owner, Purple Pony (972) 422-4500

“Please keep our ad running every month! We have had unbelievable response from it. Wish I hadn’t dragged my feet so long before advertising with you!” –Renee, Owner, Ked Stuff Resale (210) 691-3060

IT WORKS!

Our advertisers stay with us year after year because we help them build their business.