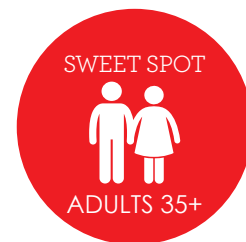# Parade

CELEBRATES

AMERICA AT ITS BEST EVERY SUNDAY
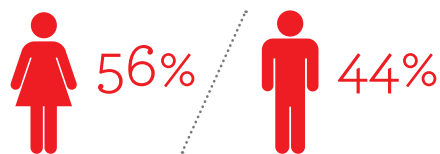
Parade

PARADE delivers authentic experiences every Sunday. We reach a dual audience of engaged consumers who live primarily in A and B counties. Our readers love a dose of entertainment coverage, supplemented by inspiring stories and content that will make their lives and their communities better.

Parade

ellen degeneres

GO AHEAD, LAUGH

From her talk show to *Finding Dory*, it's all about feelings and fun
By Dotson Rader

TOTAL AUDIENCE **50 Million**

56% / 44%

76%
OWN A HOME

269%
LIVE IN
A/B COUNTIES

61%
ATTENDED
COLLEGE

2017
EDIT CALENDAR

Parade

MAY

5/7/17 — CLOSE DATE: 4/10/17
STAY HEALTHY: Stroke Awareness Month
COMMUNITY TABLE: Spring pea soup/
new dairy products

5/14/17 — CLOSE DATE: 4/17/17
MOM KNOWS BEST
COMMUNITY TABLE: Mom's Day

5/21/17 — CLOSE DATE: 4/24/17
SUMMER ENTERTAINMENT GUIDE
COMMUNITY TABLE: Cherry Pie

5/28/17 — CLOSE DATE: 5/1/17
WHAT AMERICA EATS: Burgers
PARADE PICKS: Advice from the Military
STAY HEALTHY: Arthritis Awareness Month

JUNE

6/4/17 — CLOSE DATE: 5/8/17
STAY HEALTHY: Beating Pain
COMMUNITY TABLE:
What American Eats: Mexican!

6/11/17 — CLOSE DATE: 5/15/17
COMMUNITY TABLE: Outdoor Parties
PARADE PICKS: Dad's Day

6/18/17 — CLOSE DATE: 5/22/17
FATHERS DAY
COMMUNITY TABLE: BBQ Rubs

6/25/17 — CLOSE DATE: 5/26/17
25 STARS WHO ARE GOING STRONG
STAY HEALTHY: Alzheimer's Caregiver

JULY

7/2/17 — CLOSE DATE: 6/5/17
HAPPY 4TH OF JULY!
PARADE PICKS: Patriotic purchases
COMMUNITY TABLE: All-American foods

7/9/17 — CLOSE DATE: 6/12/17
WHY WE LOVE RESCUES
STAY HEALTHY: Happiness boosters

7/16/17 — CLOSE DATE: 6/19/17
UNEXPLORED NATIONAL TREASURES
COMMUNITY TABLE: Energy boosting foods

7/23/17 — CLOSE DATE: 6/26/17
WHAT AMERICA EATS: COOK OFF
PARADE PICKS: Summer in style

7/30/17 — CLOSE DATE: 6/30/17
HOW AMERICA LIVES: COMMUNITY DEFINED
PARADE PICKS: Twins Day
STAY HEALTHY: How to remember anything
COMMUNITY TABLE: Recipes to keep cool

AUGUST

8/6/17 — CLOSE DATE: 7/10/17
THE GREAT AMERICAN ECLIPSE
PARADE PICKS: Happy Birthday, Lucille Ball!

8/13/17 — CLOSE DATE: 7/17/17
BACK TO SCHOOL
STAY HEALTHY: Stay Calm/Beat Stress
COMMUNITY TABLE: Tuna salad

8/20/17 — CLOSE DATE: 7/24/17
HISTORY LESSONS
PARADE PICKS: Back to school recipes

8/27/17 — CLOSE DATE: 7/31/17
FOOTBALL TIME IN AMERICA!
PARADE PICKS: Tailgating

SEPTEMBER

9/3/17 — CLOSE DATE: 8/7/17
FALL ENTERTAINMENT GUIDE
STAY HEALTHY: Senior Health

9/10/17 — CLOSE DATE: 8/14/17
HOW AMERICA LIVES: THE SIMPLER LIFE
PARADE PICKS: Celebrating space
STAY HEALTHY: Living to 100 Cheat sheet

9/17/17 — CLOSE DATE: 8/21/17
HOW TO BEAT YOUR GENES
PARADE PICKS: Emmys
STAY HEALTHY: Germ Patrol

9/24/17 — CLOSE DATE: 8/28/17
TODAY'S GRANDPARENTS
STAY HEALTHY: When is feeling sad dangerous?

OCTOBER

10/1/17 — CLOSE DATE: 9/1/17
HEALTHY AT WORK
STAY HEALTHY: Health Insurance Facts

10/8/17 — CLOSE DATE: 9/11/17
AMERICAN STORIES
PARADE PICKS:
Breast Cancer Awareness
COMMUNITY TABLE: What America Drinks

10/15/17 — CLOSE DATE: 9/18/17
WHAT AMERICA EATS: PIZZA!

10/22/17 — CLOSE DATE: 9/25/17
WHY WE LOVE TO BE SCARED
COMMUNITY TABLE: Halloween
PARADE PICKS: Halloween favorites

10/29/17 — CLOSE DATE: 10/2/17
MARS VS. VENUS LIFE
STAY HEALTHY: Smart Moves

Editorial content and dates are tentative and subject to change.

Parade

NOVEMBER

11/5/17 — CLOSE DATE: 10/6/17
THE HEALTHY CAREGIVER'S GUIDE
PARADE PICKS: Great American Smokeout
COMMUNITY TABLE: Thanksgiving sides

11/12/17 — CLOSE DATE: 10/16/17
THE GIVING ISSUE
COMMUNITY TABLE: Brain-boosting foods
STAY HEALTHY: Alzheimer's breakthroughs

11/19/17 — CLOSE DATE: 10/23/17
PARADE PICKS: Black Friday Shopping Guide
STAY HEALTHY: Tips to stay young

11/26/17 — CLOSE DATE: 10/30/17
HOLIDAY GIFT GUIDE
STAY HEALTHY: Coughs

DECEMBER

12/3/17 — CLOSE DATE: 11/6/17
PARADE PICKS: Hot, new colors for 2018
STAY HEALTHY: Prevent/Fight the Flu

12/10/17 — CLOSE DATE: 11/10/17
WHAT AMERICA EATS: HOLIDAY SNACKS
PARADE PICKS: Deck the Halls
STAY HEALTHY: Holiday mental health guide

12/17/17 — CLOSE DATE: 11/17/17
STAY HEALTHY: Cold-weather survival guide
COMMUNITY TABLE: Food gifts

12/24/17 — CLOSE DATE: 11/27/17
WE ARE FAMILY!
COMMUNITY TABLE: Ethnic holiday favorites

12/31/17 — CLOSE DATE: 12/4/17
TAKE A BIG BREATH RIGHT NOW
COMMUNITY TABLE: New Year's Eve

NEW FEATURES FOR 2017:

SPECIAL CELEBRATING VETERANS SERIES: A new monthly series celebrating the 100th Anniversary of Veteran's Day in 2017 by honoring a Veteran of the Month throughout the year.

HOW AMERICA LIVES: A look at housing and lifestyle trends.

YEAR OF THE WOMAN: A year-long series focusing on women making a difference.

"LIVING TO 100" SPECIAL HEALTH SERIES: *Parade* and the Cleveland Clinic collect data about longevity and celebrate real-people stories of living long and well.

REGULAR FEATURES

Personality Parade: Celebrity profiles and Q&As timed to current entertainment events

Parade Picks: Compelling collections of new things to buy, try or think about

Ask Marilyn: Resident genius Marilyn vos Savant tackles brain-teasers from readers

Stay Healthy: Boomer-centric, longevity-boosting tips based on the latest research

Money: Smart saving, expert advice, insider secrets

Community Table: Irresistible recipes that reflect the latest food trends, hot chefs and new books

Views: First-person essays that touch on topics that matter

Sunday With… : Timely Q&As with today's most intriguing people

Why We Love: A snappy mix of pop psychology and great writing that touches on something we have in common or a recent phenomenon

National Treasure: A celebration of people, places, traditions, things that make America great

One-Page U: Everything you needed to know on a timely topic—all on one page

For more information, email adsales@amgparade.com

Editorial content and dates are tentative and subject to change.

Parade

EFFECTIVE: January 2017

CIRCULATION: 22 Million

UNIT	4C	B/W
FULL PAGE (FP)	$840,800	$680,300
M PAGE	$631,000	$511,600
3/5 PAGE	$571,500	$463,200
1/2 PAGE	$479,400	$387,900
2/5 PAGE	$419,700	$341,100
FP OPP. PERSONALITY PARADE	$925,000	
COVER 3	$925,000	
BACK COVER	$983,900	
PAGE 2-3	$1,850,000	

Parade

PARADE is a press delivered, non-bleed magazine.
Trim size is 8.250 x 9.375 inches. The full "live area" is 8.000 x 9.125 inches. There is a .125-inch non-print area outside of the live area.
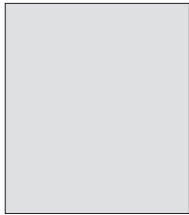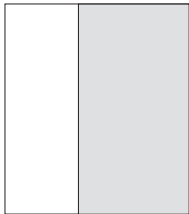
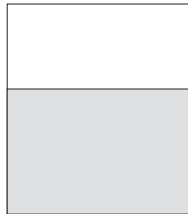FULL PAGE:
8.000 x 9.125
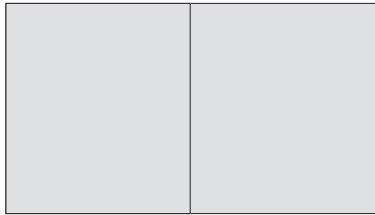
FULL SPREAD:
16.250 x 9.125
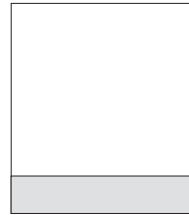
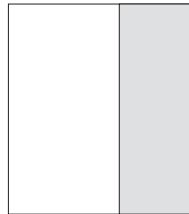1/5 STRIP HORIZONTAL:
8.000 x 1.625
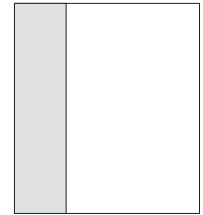
*3/10 VERTICAL:
2.250 x 9.125
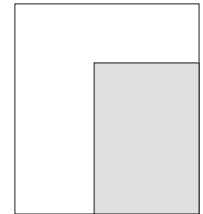
3/5 VERTICAL:
4.812 x 9.125
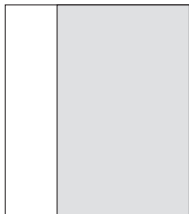
3/5 HORIZONTAL:
8.000 x 5.437
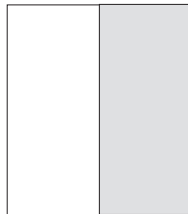
2/5 VERTICAL:
3.187 x 9.125
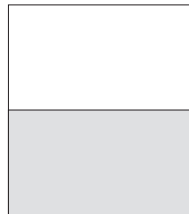
2/5 HORIZONTAL:
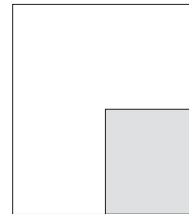8.000 x 3.687

DIGEST:
4.562 x 6.562

MAGAZINE:
5.750 x 9.125
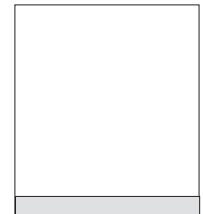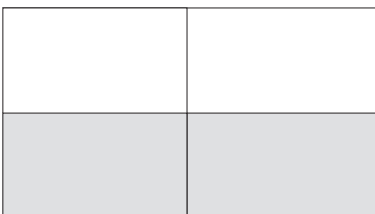
1/2 VERTICAL:
4.000 x 9.125

1/2 HORIZONTAL:
8.000 x 4.562

*1/4:
4.000 x 4.562

FRONT COVER STRIP:
8.000 x .812

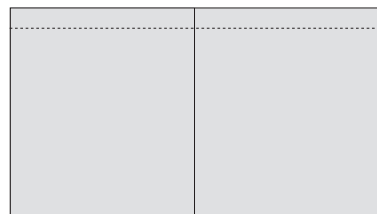1/2 HORIZONTAL SPREAD:
16.250 x 4.562

2X2 SPECIAL UNIT

FRONT/BACK COVER:
8.000 x 9.125

CENTER SPREAD:
16.250 x 9.125

*Unit must run on the same spread opposite a Full Page or Magazine unit.

Parade

PRINTING PROCESS:

PARADE is printed using the rotogravure process.

FILE SPECIFICATION

- PDF-x1a only
- No native applications accepted. We do not accept Post Script files, DCS or RGB images or True Type Fonts.

Additional Specifications:

- Colors: CMYK (no pantone or spot color), black type should be 100K overprint (no 4/c or knockout)
- Platform: Mac or PC Proofing: 1 GAA/SWOP color accurate certified proof
- All digital files must conform to SWOP standards.
- All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type.
- Indicate publication name, issue date and advertiser name on file and proof. Digital files must be correct size with no extra image.
- All type must meet GAA/SWOP specifications for size & thickness.
- All reverse type must incorporate spreading in under-colors where applicable. Minimum recommended 8pt reverse type, no fine serifs.
- Maximum density is 320%
- Minimum ink density each printing color recommended: 5%
- Minimum line rule thickness required: .5pt overprinting, non-screened
- Minimum image resolution: 300 dpi

Proof Requirements: Advertiser understands that if a SWOP-certified color proof with color bars is not supplied, or if a color laser proof is supplied, then AMG/Parade cannot guarantee a color match to the supplied proof and we will print to the supplied file.

- Supply one (1) contract composite SWOP-certified proof for color.
- Proofs must be made from the supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP-certified.
- Color bars are required on all proofs.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer's Application data.
- Ad should be proofed on Publication Grade Stock.
- For an up-to-date list of SWOP-approved color proofs, please visit: www.swop.org

AD MATERIAL POLICY

AMG/Parade assumes no responsibility for unsatisfactory reproduction as a result of ad material that does not conform to the previously outlined material specifications. AMG/Parade reserves the right to reduce an advertiser's material by up to 5% vertically, horizontally, or proportion-ally except when expressly prohibited.

Materials for all processes will be held for six-months, then destroyed, unless otherwise notified.

AD SUBMISSION

- To join go to: **http://amgparade.sendmyad.com**
- When establishing an account please observe the minimum requirements to avoid processing errors.
  1. Create an account, if not already established.
  2. Choose publication: i.e. Parade
  3. Choose the issue: i.e. July1, 2017

Send Proofs to:

Quad Graphics
135 W. 50th Street
New York, NY 10020
Attn: Sreven Oleksak

Main Production Contact:

Shashika Baldwin
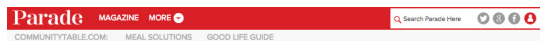212-478-1921
sbaldwin@amgparade.com

CUSTOM AD UNITS

Custom ad units include Dutch Doors, Cover Wraps, Pop-Ups, Business Reply Cards, and more. Contact a sales representative for more information and specifications.

Parade

DIGITAL UNITS & RATES

PARADE.COM

Parade.com features a combination of Pop Culture and reports all major entertainment events.

DISPLAY

UNIT	SIZE	EXPANDABLE SIZE	OPEN RATE CPM
STATIC LEADERBOARD	728x90	--	$10
STATIC MEDIUM RECTANGLE	300x250	--	$10
STATIC HALF PAGE	300x600	--	$14
EXPANDABLE LEADERBOARD	728x90	728x480	$16
EXPANDABLE MEDIUM RECTANGLE	300x250	500x250	$16
EXPANDABLE HALF PAGE	300x600	500x600	$18

Parade
DIGITAL UNITS & RATES
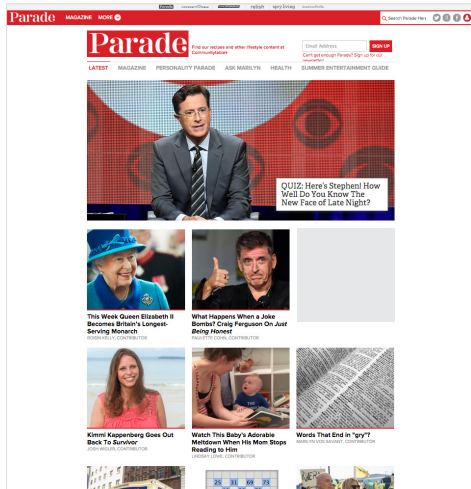
RICH MEDIA

UNIT	SIZE	EXPANDABLE SIZE	OPEN RATE CPM
BILLBOARD	970x250	--	$18
PUSHDOWN	970x66	970x418	$18
SIDEKICK	300x250, 300x600, 970x250	850x700	$18
PAGE SKIN	Left: 400x1024 Right: 400x1024 Center: 1130x101	--	$20
CHANNEL TAKEOVER	728x90, 300x250, 300x600, Page Skin	--	$28
ROADBLOCK	728x90, 300x250, 300x600	--	$24
FULL-PAGE STATIC INTERSTITIAL	550x400	--	$18
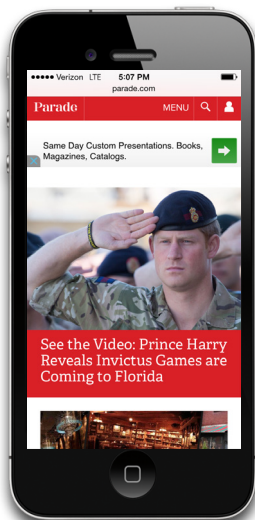
MOBILE

UNIT	SIZE	EXPANDABLE SIZE	OPEN RATE CPM
STATIC WIDE BANNER	320x50	--	$10
STATIC MEDIUM RECTANGLE	300x250	--	$10

Parade

GENERAL GUIDELINES

Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date. Rich media ads must be submitted 10 business days prior to launch to enable thorough testing. Contact your Account Coordinator for additional details.

- Creative submissions should include the following:
- Advertiser name
- Insertion Order number
- Detailed trafficking instructions
- Creative files
- Alternate text (if applicable)
- Linking URL
- 3rd party tags (if applicable), 3rd party tags must be live at the time of submission to enable thorough testing before launch.

For Flash ads, an alternate image conforming to the designated gif/jpg specifications must be provided for use in the event that the user's browser does not support Flash 6.0 and above.

FLASH SPECS

- Flash versions 6,7,8,9,& 10-10.1 (AS2 & AS3)
- Your Flash file must not exceed 40K.
- Flash 6 SWF files will be displayed for flash 6.0 to 6.0.0.65 plug in browsers only. If the browser doesn't support Flash 6.0 and above the alternate image will be served. Flash 7 ads will be displayed for 7.0 plugin and above.
- Onload play audio is not permitted in flash ads. Sounds played on click are allowed. All sounds are subject to approval.
- For best results, we recommend having the button encompass the entire ad area throughout the entire timeline. Buttons must have the clickTAG expression (see below) in place of embedded URLs.
- The clickTAG expression must be attached to a button object and called on Release.
- Do not embed any URLs in the Flash file - include linking URLs in an email or other document.
- Frame rate may not exceed 24 frames per second due to performance considerations. Banners that exceed 24 frames per second will not be accepted. 12 frames per second is preferred.

- All Flash ads must be accompanied by the SWF file as well as an alternate image (GIF or JPG) of the same dimensions. Images must meet the file size specs for that ad size.
- Looping must be set to False.
- Loading files from cross domains is not permitted for security reasons.
- All creative is subject to approval.

PROPER CLICKTAG IMPLEMENTATION

The clickTAG variable is an industry-standard method of tracking Flash creative clicks; it allows Google to register where an ad was displayed when it was clicked on. Problems with Flash creatives may result from an incorrect clickTAG implementation. To troubleshoot this implementation, make sure that:

- The clickTAG variable is properly implemented in the action of the button. In the getURL() function of the action, make sure to specify the clickthrough URL as clickTAG and the target window as "_blank". For example:getURL(clickTAG,"_blank");.
- DFP only recognizes the standard casing of clickTAG for the variable name, not ClickTag or clicktag or any other variant.
- The button associated with the ActionScript that contains the clickTAG is on the top-most layer through the timeline.
- The button associated with the ActionScript that contains the clickTAG is extended throughout the entire frame and is applied to all existing frames.

ACTIONSCRIPT 2 CLICKTAG

on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(clickTAG, "_blank"); } }

ACTIONSCRIPT 3 CLICKTAG

ActionScript 3 clickTAGs are not guaranteed to work in every situation. Here's an example of an ActionScript 3 clickTAG:

```
Link_1.addEventListener(MouseEvent.MOUSE_UP,
function(event: MouseEvent): void { var sURL: String;
if ((sURL = root.loaderInfo.parameters.clickTAG))
{ navigateToURL(new URLRequest(sURL), "_blank"); } }
```