# Parade

## CELEBRATES

### AMERICA AT ITS BEST EVERY SUNDAY

# Parade

**TARGET FAMILIES**

**SWEET SPOT ADULTS 35+**
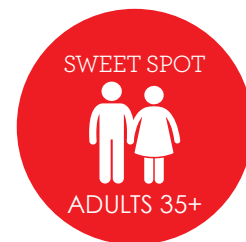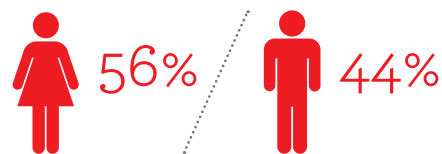
PARADE delivers authentic experiences every Sunday. We reach a dual audience of engaged consumers who live primarily in A and B counties. Our readers love a dose of entertainment coverage, supplemented by inspiring stories and content that will make their lives and their communities better.

**TOTAL AUDIENCE 50.9 Million**

56% / 44%

**76%**
OWN A HOME

**71%**
LIVE IN
A/B COUNTIES

**61%**
ATTENDED
COLLEGE

# 2016
## EDIT CALENDAR

# Parade

## JANUARY

75TH ANNIVERSARY KICKOFF:
75 REASONS WE LOVE PARADE

SPECIAL HEALTH SECTION:
ENERGY BOOSTERS

SALUTE TO HOMETOWN HEROES

SPECIAL FINANCE/
RETIREMENT SECTION

WHAT AMERICA EATS:
SUPER BOWL 50 - SNACKS EDITION

## FEBRUARY

PARADE ALL-AMERICA:
HIGH SCHOOL FOOTBALL

SPECIAL HEART MONTH SERIES

75 YEARS OF THE BEST LOVE STORIES

SPECIAL HEALTH SECTION:
STAYING YOUNG

OSCAR NIGHT CELEBRATION

## MARCH

75 SURPRISING SECRETS
FROM TOP HEALTH EXPERTS

ASK MARILYN CONTEST:
STUMP PARADE'S BRAINIAC

SPECIAL HEALTH SECTION:
DIABETES ALERT DAY

SPECIAL SECTION:
SIMPLIFY YOUR LIFE

WHAT AMERICA EATS:
EASTER EDITION

## APRIL

SPECIAL HEALTH SECTION:
SPRING ALLERGY SOLUTIONS

WHAT PEOPLE EARN

COUNTDOWN TO THE OLYMPICS,
PART 1

MEDICAL MIRACLES
FROM COAST TO COAST

THE HUMOR ISSUE

## MAY

WHAT AMERICA EATS:
ROAD TRIP EDITION

HEALTH ADVANCES THAT
KEEP US MOVING AT ANY AGE

FAMOUS MOMS

SUMMER ENTERTAINMENT PREVIEW

75 THINGS PEOPLE IN UNIFORM
WANT YOU TO KNOW

## JUNE

HIGH-TECH TOOLS FOR SUMMER FUN

SPECIAL HEALTH SECTION:
MEMORY BOOSTERS

COUNTDOWN TO THE OLYMPICS,
PART 2

FAMOUS DADS

SPECIAL SECTION: CONVENTIONS 2016

Editorial content and dates are tentative and subject to change.

# Parade

## JULY

WHAT AMERICA EATS:
THE DRINKS EDITION

SPECIAL HEALTH SECTION:
WHAT DOCTORS WANT
YOU TO KNOW

THE NEW FAMILY/COLLEGE REUNION

COUNTDOWN TO THE OLYMPICS,
PART 3

THE NEW RULES OF GETTING
(& STAYING) RICH

## AUGUST

BACK TO SCHOOL:
CELEBRATING AWESOME TEACHERS

WHAT AMERICA EATS:
TAILGATING EDITION

INFLUENCERS THEN & NOW

75 GREAT INVENTIONS
THAT CHANGED OUR LIVES

SPECIAL SECTION:
THE EVOLUTION OF WORK & CAREER OVER 75 YEARS

## SEPTEMBER

FALL ENTERTAINMENT PREVIEW/
EMMYS PREDICTIONS

SPECIAL SECTION:
BACK TO SCHOOL

OUR FAVORITE THINGS:
COLLECTING IN AMERICA

SPECIAL TECH ISSUE

WHAT AMERICA EATS:  HOW WE COOK

## OCTOBER

WHERE WE LIVE NOW

SPECIAL HEALTH SECTION:
CELEBRATING BREAST
CANCER SURVIVORS

COUNTRY MUSIC ISSUE

75 PEOPLE, PLACES AND
THINGS THAT MAKE US HAPPY

WHY WE LOVE HALLOWEEN

## NOVEMBER

A CELEBRATION OF FEMALE VETERANS

SPECIAL HEALTH SECTION:
DIABETES

WHAT AMERICA EATS:
THANKSGIVING/PIE EDITION

THE YEAR'S BIGGEST
HEALTH ADVANCES

HOLIDAY GIFT GUIDE

## DECEMBER

WHAT AMERICA EATS: SWEETS EDITION

THE GIVING ISSUE

75 YEARS OF GOING HOME
FOR THE HOLIDAYS

TOP STORIES IN THE PAST 75 YEARS

HEALTH SPECIAL SECTION:
THE SIMPLE ROUTINE THAT
TAKES OFF THE YEARS

## 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.

**Around the 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

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# Parade

EFFECTIVE: January 2016

CIRCULATION: 22 Million

| UNIT | 4C | B/W |
|---|---|---|
| FULL PAGE (FP) | $816,300 | $660,500 |
| M PAGE | $612,600 | $496,700 |
| 3/5 PAGE | $554,900 | $449,700 |
| 1/2 PAGE | $465,400 | $376,600 |
| 2/5 PAGE | $407,500 | $331,200 |
| FP OPP. PERSONALITY PARADE | $898,100 | |
| COVER 3 | $898,100 | |
| BACK COVER | $955,300 | |
| PAGE 2-3 | $1,796,200 | |

# Parade

PARADE AD SPECS EFFECTIVE JULY 2015.
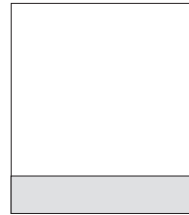
PARADE is a press delivered, non-bleed magazine.
Trim size is 8.250 x 9.375 inches. The full "live area" is 8.000 x 9.125 inches. There is a .125-inch non-print area outside of the live area.
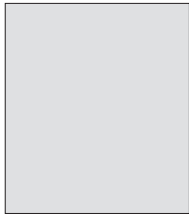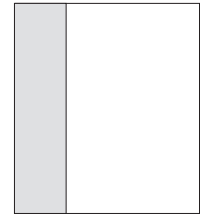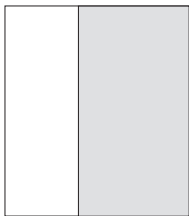
FULL PAGE:
8.000 x 9.125
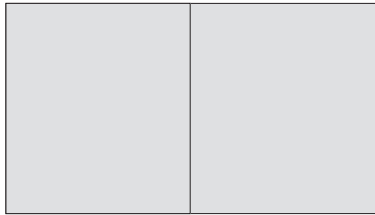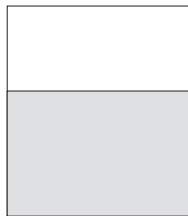
FULL SPREAD:
16.250 x 9.125
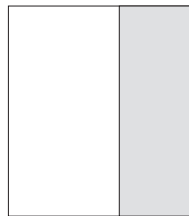
1/5 STRIP HORIZONTAL:
8.000 x 1.625

*3/10 VERTICAL:
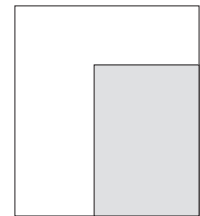2.250 x 9.125

3/5 VERTICAL:
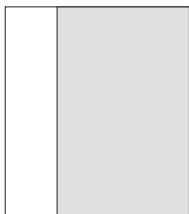4.812 x 9.125

3/5 HORIZONTAL:
8.000 x 5.437

2/5 VERTICAL:
3.187 x 9.125
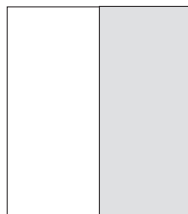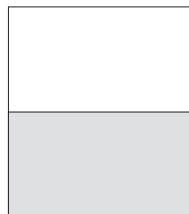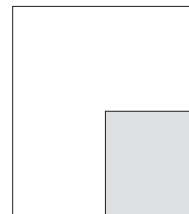
2/5 HORIZONTAL:
8.000 x 3.687
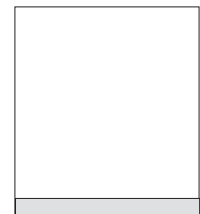
DIGEST:
4.562 x 6.562

MAGAZINE:
5.750 x 9.125

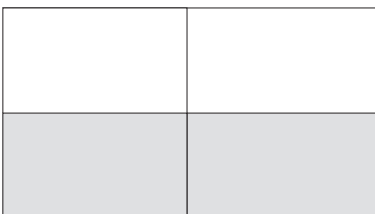1/2 VERTICAL:
4.000 x 9.125

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

POP-UP UNIT

POP-UP FRONT/
BACK COVER:
8.000 x 9.125

POP-UP 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

All ad submissions must be PDF-x1a uploaded to the AMG/Parade Ad Portal:
**http://www.adshuttle.com/amgparade**

- New users will be asked to create an account and will create a login and password.
- Comprehensive guidelines regarding ad creation are available on this site.
- PDF Presets for Adobe InDesign and QuarkXPress are also available on this site.

**Send Proofs to:**

AMG/Parade
2451 Atrium Way Suite 320
Nashville, TN 37214
Attn: RR Donnelly

**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

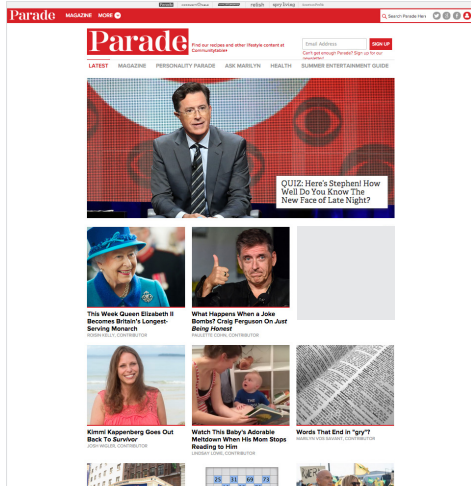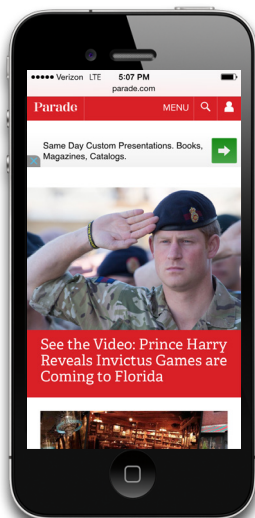| UNIT | SIZE | EXPANDABLE SIZE | OPEN RATE CPM |
|------|------|-----------------|---------------|
| STATIC LEADERBOARD | 728x90 | -- | $10 |
| STATIC MEDIUM RECTANGLE | 300x250 | -- | $10 |
| STATIC HALF PAGE | 300x600 | -- | $14 |
| EXPANDABLE LEADERBOARD | 728x90 | 728x480 | $18 |
| EXPANDABLE MEDIUM RECTANGLE | 300x250 | 500x250 | $18 |
| EXPANDABLE HALF PAGE | 300x600 | 500x600 | $20 |

# Parade
## DIGITAL UNITS & RATES

### RICH MEDIA

| UNIT | SIZE | EXPANDABLE SIZE | OPEN RATE CPM |
|------|------|-----------------|---------------|
| BILLBOARD | 970x250 | -- | $22 |
| PUSHDOWN | 970x66 | 970x418 | $20 |
| SIDEKICK | 300x250, 300x600, 970x250 | 850x700 | $20 |
| PAGE SKIN | Left: 400x1024 Right: 400x1024 Center: 1130x101 | -- | $13 |
| CHANNEL TAKEOVER | 728x90, 300x250, 300x600, Page Skin | -- | $28 |
| ROADBLOCK | 728x90, 300x250, 300x600 | -- | $24 |
| FULL-PAGE STATIC INTERSTITIAL | 550x400 | -- | $18 |
| HALF PAGE | 300x600 | 500x600 | $14 |

### MOBILE

| UNIT | SIZE | EXPANDABLE SIZE | OPEN RATE CPM |
|------|------|-----------------|---------------|
| STATIC WIDE BANNER | 320x50 | -- | $15 |
| STATIC MEDIUM RECTANGLE | 300x250 | -- | $15 |

# 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"); } }
```