



Kids Guide to Entertainment: Reach families with kids in the directory where fun is the destination!

The **Kids Guide to Entertainment** appears Thursdays on the KidsPost page, the popular news and information update written especially for school-aged children. Your Kids Guide ad will reach 1.4 million metro market adults including parents, grandparents and teachers—and nearly 500,000 adults with at least one child in the household. Affordable directory rates and FREE color make it the perfect, easy-to-advertise place for any business, theater or other venue that's all about fun for families!

- ★ Published Thursdays on the KidsPost page in the Style section
- ★ Reaching 1.4 million metro market adults
- ★ Reaching 500,000 metro market households with one or more kids
- ★ Color included at no extra charge and no minimum size requirements
- ★ Ads must be in one-inch increments with a maximum depth of four inches and a maximum width of two columns

Source: Scarborough 2009, Release 1



KidsPost Rates

(per column inch)

\$162.00 per column inch

Rates include color at no additional charge.

\$122.00 per column inch

When you advertise the same event in The Guide to the Lively Arts, Washington's favorite daily arts resource directory



**Space Reservation Deadline
Mondays, 5 p.m.**



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Call or e-mail **Raymond Boyer** to place your ad today.

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Email: guidetoarts@washpost.com