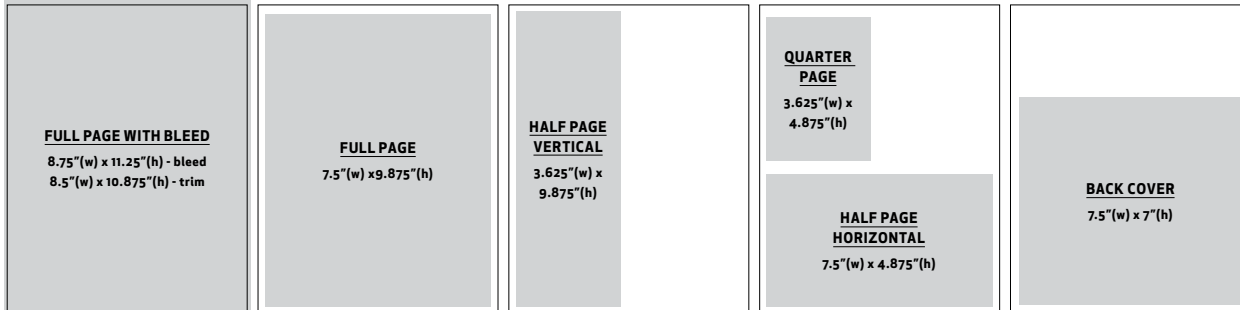


Ad Sizes



Ad Sizes Available

Trim Size

Bleed Size

Page trim size	8.5"w x 10.875"h	
1 page bleed	8.5"w x 10.875"h	8.75"w x 11.25"h
1 page non bleed	7.5"w x 9.875"h	
1/2 vertical	3.625"w x 9.875"h	
1/2 horizontal	7.5"w x 4.875"h	
1/4 page square	3.625"w x 4.875"h	
Back cover	7.5 "w x 7"h	

Ad Design

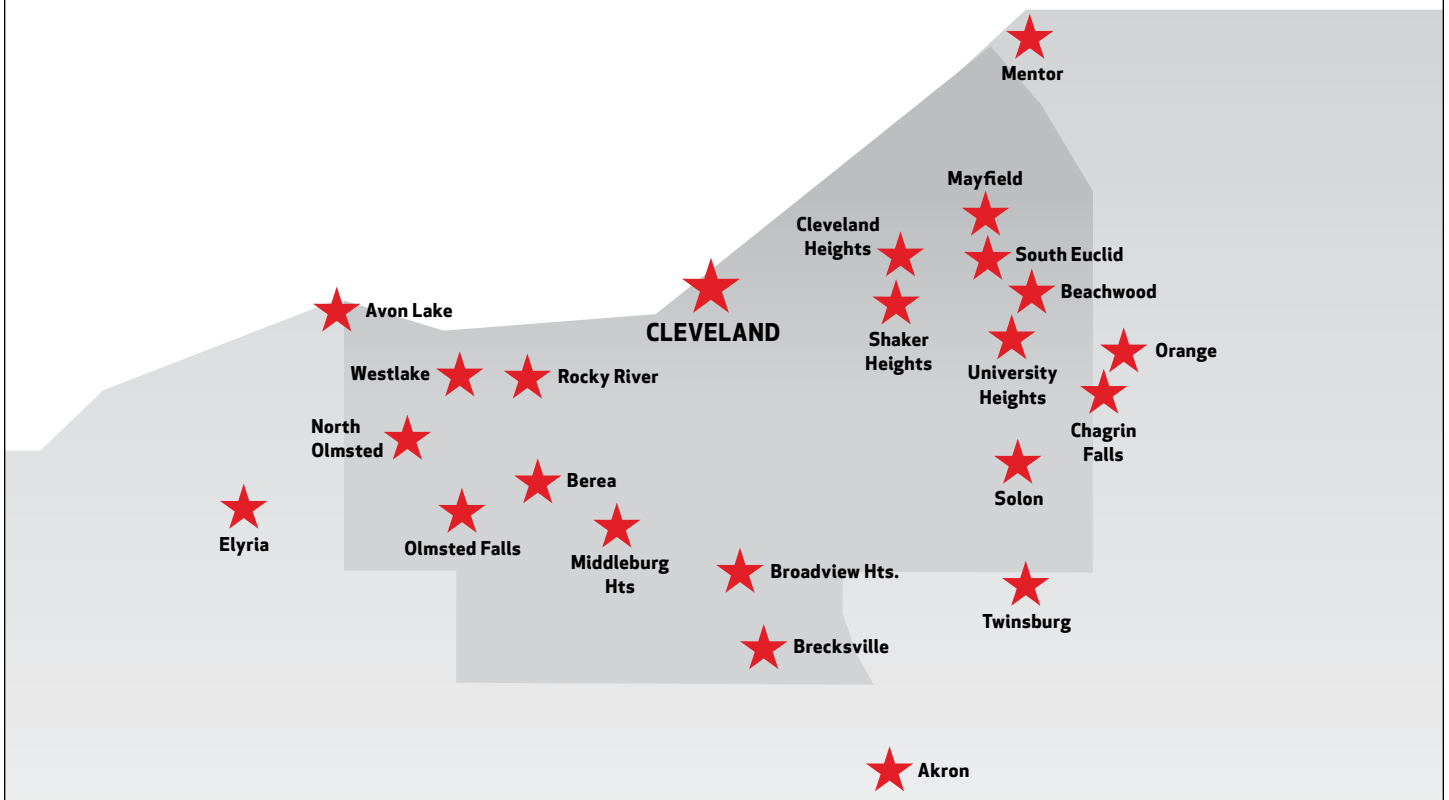
The Your Teen creative department can create a great looking and effective ad for you. Edits to existing ads such as size changes, minor copy or image changes may be done only after an inspection and review of the existing ad's format and file type. Please inquire about our services and fees.

Circulation 22,000

Since our 2008 launch, the circulation of Your Teen has grown from 12,000 to 22,000. Currently, we have three distribution outlets: direct mail, local physician offices and retail locations.

20,000 copies will be mailed directly to the parents of teens. Copies will be sent to the parents of teenagers in the following Northeast Ohio school districts: Akron, Avon Lake, Beachwood, Berea, Brecksville/Broadview Hts., Chagrin Falls, Cleveland Heights/University Heights, Cleveland Metropolitan School District, Elyria, Lorain, Mayfield, Mentor, North Olmsted, Olmsted Falls, Orange, Rocky River, Shaker Heights, Solon, South Euclid/Lyndhurst, Twinsburg, and Westlake.

2,000 additional copies will be distributed to dentists, orthodontists, pediatricians, adolescent health providers, schools and libraries. Copies are sold at Barnes & Noble and Borders Bookstores throughout Ohio and Joseph-Beth Booksellers in Lyndhurst, Ohio.



Editorial Calendar 2010-11

Fall 2010 (Ad close August 6, 2010)

Feature: **Bullying**

Triple Points: **Sexual Orientation**

Ask the Doctor: **Supplements**

Spring 2011 (Ad close February 2, 2011)

Feature: **Cell phones**

Triple Points: **Popularity**

Ask the Doctor: **Teen Athletes and Injuries**

Winter 2011 (Ad close November 5, 2010)

Feature: **Obesity**

Triple Points: **(Un)healthy Dating**

Ask the Doctor: **Tanning Booths/Spray**

Summer 2011 (Ad close April 29, 2011)

Feature: **Adolescent Milestones**

Triple Points: **Boys and Eating Disorders**

Ask the Doctor: **Teens and Caffeine**