



# Baby & Kids

Providing Complete ABC Kids Expo Coverage

**1**

## Baby & Kids ABC Show Issue & all 4 Official Show Dailies (5 ads total)

Tabloid: \$5445.00 net  
Standard: \$3895.00 net  
1/2 Standard: \$3100.00 net  
Big Impact: \$2725.00 net  
Cube: \$1650.00 net  
Mini: \$1095.00 net

Space Deadline: 8/31/10

**2**

## Baby & Kids ABC Show Issue Only

Tabloid: \$3357.00 net  
Standard: \$2885.00 net  
1/2 Standard: \$1440.00 net  
Big Impact: \$895.00 net  
Cube: \$550.00 net  
Mini: \$350.00 net

Space Deadline: 8/31/10

**3**

## Official ABC Show Dailies Only Package (4 ads total)

Tabloid: \$3550.00 net  
Standard: \$2875.00 net  
1/2 Standard: \$2450.00 net  
Big Impact: \$1995.00 net  
Cube: \$1495.00 net  
Mini: \$850.00 net

Space Deadline: 9/15/10

**4**

## Official ABC Show Dailies Single Issue (1 ad)

Tabloid: \$1895.00 net  
Standard: \$1450.00 net  
1/2 Standard: \$895.00 net  
Big Impact: \$550.00 net  
Cube: \$400.00 net  
Mini: \$325.00 net

Space Deadline: 9/15/10

## Call Today To Reserve Your Space

**Joanne Fallon**  
jfallon@talcott.com  
800/229-1967 ext. 26

**JoAnn Maynard**  
jmaynard@talcott.com  
800/966-0800

**Karen Wolfskehl**  
kwolfskehl@talcott.com  
800/683-9869