



THE PARENTING PLAYBOOK

MEDIA KIT **2025**



CHILDREN'S TRUST
OF ALACHUA COUNTY



Letter of Introduction

At the Children's Trust of Alachua County (CTAC), we are driving real change for children and families across our community. Every day, we invest in the health, education and well-being of Alachua County's youngest citizens, ensuring they have the tools and opportunities they need to succeed. Now, we're taking that commitment even further—and we want you to be a part of it.

We are thrilled to announce the launch of our new community resource, **The Parenting Playbook**. This is a groundbreaking tool for our community, designed to connect families with the information, services and support they need to thrive. It will not just inform—it will empower. Packed with expert advice, local stories of success and updates on programs that are transforming lives, it's set to become the go-to guide for parents and caregivers across Alachua County.

A NEW RESOURCE TO REACH FAMILIES

CTAC's mission is to ensure every child in our community has access and opportunity to reach their maximum potential, and this new guide is a key part of that vision. Through its pages, we will give families direct access to tools and knowledge that can change their lives for the better—including features on local businesses that provide services their family may be looking for.

Each issue will dive into topics that matter most to our community:

- Actionable advice on child development and learning
- Proven health and wellness strategies for families
- A new resource and listing of community programs, services and resources
- Inspirational stories from local families who've benefited from community-supported initiatives
- Events and places for the whole family to enjoy

SO HOW CAN YOUR BUSINESS BENEFIT?

- **Exclusive Opportunities:** Sponsors receive premium ad placements and customizable ad packages designed to fit your needs.
- **Brand-Relevant Content:** You'll also have insight into the topics we're planning for each issue, so that you can align with content that resonates most for your brand.
- **Reach The Right People:** Place your services directly in front of a highly engaged, motivated audience—families who are looking for the very solutions and resources you provide.

This is your chance to showcase your brand in a powerful way while supporting a cause that transforms lives.

Don't miss this opportunity to connect with your local community and reach the people who may benefit from knowing about the services you offer. Included here, find more information and what opportunities are available to you.

Please contact media@childrenstrustofalachuacounty.us to explore how you can join us in this bold new initiative. Together, we can support local families and create lasting change for Alachua County's children.

Let's make a difference—together.

Sincerely,

Marsha Kiner, Executive Director

Children's Trust of Alachua County

mkiner@childrenstrustofalachuacounty.us



MISSION STATEMENT

The Children's Trust of Alachua County funds and supports a coordinated system of community services that allows all youth and their families to thrive.

VISION STATEMENT

Facilitate equitable access and opportunities for all children, youth and families in Alachua County to ensure every child reaches their maximum potential.

Our goals are that all children:

- Are healthy and have nurturing caregivers
- Can learn what they need to be successful
- Live in a safe community



WHY Support & Advertise in The Parenting Playbook?



THE CHILDREN'S TRUST OF ALACHUA COUNTY IS COMMITTED TO AND ACCOUNTABLE TO OUR COMMUNITY.

- CTAC serves 23,000+ children through programming each year (FY2023 data).
- Our goal is to reach and support the families, caregivers and children in our community.
- Reach your audience and be heard by the people who care.

ALACHUA COUNTY DEMOGRAPHICS (2023)

CTAC serves 21,000+ children and families through programming each year.

HOUSEHOLDS

105,000
households

55%
homeowners

\$53,314
median household
income

19.1%
persons in poverty

RACE/ETHNICITY

70%
White

20%
African American

11.4%
Hispanic or Latino

6%
Asian

AGE

19.8%
of all families have
children under age 6
(across U.S.)

11.7%
of all families have
children under age 3
(across U.S.)

4.6%
of Alachua County
residents are under age 5



Upcoming Editorial Calendars

FALL 2025

Back to School

After-School Activities
& Sports

Healthy Habits &
Lifestyle Choices

Advertiser deadline:
July 10, 2025

SPRING 2026

Spring Break & Summer
Break Activity Planning

Summer & Career Job
Prep for Teens

Maternal Health

Advertiser deadline:
Jan. 10, 2026

CTAC Program Feature

A playful Q&A-style feature where kids share their experiences or opinions on one or more CTAC programs. The questions will be fun, like “What’s your favorite way to spend time at Girls Place?” This helps create a more personal and relatable connection to CTAC programs by seeing them through the eyes of the children who use them.

Seasonal Health Tips

Bring attention to the importance of parents being proactive for their kids health and healthy habits. This section may highlight a specific health month, how or when to schedule appointments, how to instill good hygiene or healthy habits, and what to expect or milestones in a child’s health care.

Interactive Content/Education

A fun and engaging section that invites readers to participate in various interactive activities. This can include a mix of games, puzzles, drawing prompts or simple science experiments.



Advertising Specs

SPONSORED CONTENT

We welcome partners to sponsor family-centric content, including articles and images. All sponsored content must align with our mission and is reviewed by our editorial team. As a valued sponsor, you have the opportunity to help us deliver engaging, mission-driven content. Articles are written by the sponsor and provided to the Children's Trust.

Special Offer: Receive a 25% discounted ad rate for Full Page and Double Page/Spread sponsored content placements. Alternatively, opt for our standard ad rate and receive complimentary digital exposure, including in social media and in our email newsletter.

AD RATES

Inside Front Cover	\$2,250
Page 3	\$2,500
Double Page/Spread	\$3,000
Inside Back Cover	\$2,000
Back Cover	\$3,000
Full Page	\$1,500
$\frac{2}{3}$ Page	\$1,000
$\frac{1}{2}$ Page	\$800
$\frac{1}{3}$ Page	\$550
$\frac{1}{4}$ Page	\$450

GENERAL SPECIFICATIONS

Trim Size: 8.5"w x 11"h

Live Area: 8"w x 10.5"h (.25" on all sides)

Bleed Size: 8.75"w x 11.25"h (.125" on all sides)

Double Page/Spread

Trim Size: 17"w x 11"h

Live Area: 16.5"w x 10.5"h (.25" on all sides)

Bleed Size: 17.25"w x 11.25"h (.125" on all sides)

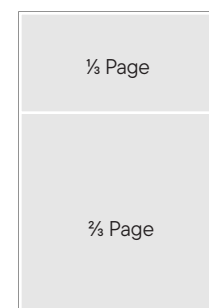
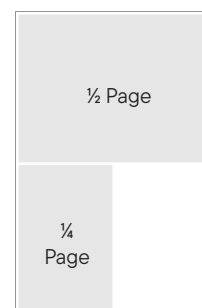
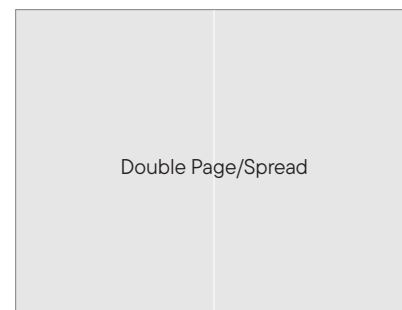
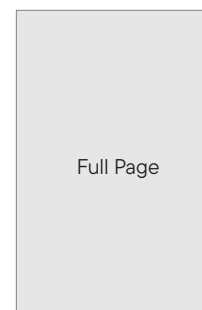
Provide print-ready PDF **without crop or bleed marks**.

Submit final artwork to:

media@childrenstrustofalachuacounty.us.

MECHANICAL REQUIREMENTS

Full Page	8.5" x 11"
Double Page/Spread	17" x 11"
$\frac{2}{3}$ Page	8.5" x 7.25"
$\frac{1}{2}$ Page	8.5" x 5.5"
$\frac{1}{3}$ Page	8.5" x 3.66"
$\frac{1}{4}$ Page	4.25" x 5.55"



CONTACT

ADVERTISER OR SPONSOR QUESTIONS

Contact us with questions or to learn more about the Children's Trust of Alachua County.

MEDIA

media@childrenstrustofalachuacounty.us



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