

## KIDSEVENTS NEWSLETTER SPONSORSHIP SPECIFICATIONS

*All materials are due the FRIDAY before your Thursday sponsorship runs.*

### **GRAPHIC**

Image Size: 150 pixels wide by 175 pixels tall. File weight 25KB. GIF or JPG. (No animation/sound).

KidsEvents.com can create or size your graphic for you if you send us a photo or logo from your website via email. Or simply send a JPG or GIF of your finished graphic. We will adjust the file weight if necessary.

### **TEXT**

The text guidelines below are helpful in determining if you are providing too much text.

We have a lot of flexibility in font size so you can also simply send us a headline, subhead and body copy and contact, and let us edit to best fit the space. You will receive a draft for approval/changes.

Headline: 50 Characters max INCLUDING spaces

Subhead (optional): 30 Characters max INCLUDING spaces

Description: 175 – 200 characters INCLUDING SPACES with a two line contact.

OR...200 – 275 characters INCLUDING SPACES with a one line contact.

(Providing more text may require the use of a smaller font or removing “bold”)

Contact line: (Select a 1 or 2-line contact – see above) Approximately 44 Characters per line INCLUDING spaces. Tell us the URL\* and/or phone number as you want it to appear.

\*Your web address can appear differently from the link URL. This way you can link to a specific page on your site, without having to display an overly long or complicated URL in the ad.

**DRAFT / APPROVALS:** After receiving your materials (due the Friday before your newsletter runs, by 5PM), the sponsorship will be compiled and sent to you as a screen shot for changes/approval. We must have final approval no later than Tuesday at 5PM.

There is some flexibility in layout and formatting. Sample “sponsorships” can be seen by viewing past newsletters on our archive page at this link, or view a sample (Little Gym) in the screenshot below:

<http://archive.constantcontact.com/fs088/1102224430190/archive/1102252648073.html>

If you have questions please contact:


Cathleen Blood  
203-637-8958  
cathyb@kidsevents.com

From: KidsEvents.com | Cathy Blood [cathleen@kidssevents.ccsend.com] on behalf of KidsEvents.com | Cathy Blood [cathyb@kidssevents.com] Sent: Wed 4/1/2009 5:21 PM  
To: cathyb@kidssevents.com  
Cc:  
Subject: Fairfield County Events this Week

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Fairfield County Edition, April 2nd, 2009

**QUICK LINKS**

[Fairfield County Edition](#)  
[Westchester Edition](#)  
[Add an Event](#)  
[Advertising info](#)

**WIZDOM CENTER**

[Attractions \(205\)](#)  
[Camps - Day \(468\)](#)  
[Camps - Overnight \(10\)](#)  
[Childcare \(406\)](#)  
[Classes & Sports \(543\)](#)  
[Coupons \(43\)](#)  
[Jobs for Moms \(7\)](#)  
[Party Entertainers \(151\)](#)  
[Party Places \(302\)](#)  
[Schools/Tutoring \(353\)](#)

**SAVINGS CENTER**

[Camp Coupons](#)  
[Classes Coupons](#)  
[Party Coupons](#)

**DOWNLOAD CENTER**

[Camp Guide PDF](#)  
[Party Guide PDF](#)

**SUBSCRIBE!**

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**Dear Cathleen,**


Welcome! For more information on the events listed below click on the event titles - for 100 more events or to search for Kids Classes, Camps, Birthdays, Attractions and School info, go directly to [www.kidsevents.com](http://www.kidsevents.com)

**Grand Opening Celebration April 25, STAMFORD**

**THE LITTLE GYM of Stamford**

Motor skill development made fun builds confidence that adds to a lifetime of success. Call us to schedule a **FREE** trial class! We offer parent child ages 10 months to 3 years, Pre-K Ages 3-6, & Grade School Gymnastics. For that future all-star we also offer Sports Skills for ages 3-6. Awesome Birthday Bashes too!

[CLICK HERE](#) or call 203-324-7200



**Recommended Events: Fairfield County**

[CUSTOM SEARCH](#) our calendar. [VIEW](#) all FC & WC Events this week.

[CLICK HERE](#) for Easter fun - Egg Hunts & Bunny Appearances!

The [Winter Lodge](#) / New Canaan Historical Society (New Canaan) 4/2  
[Fours Open House](#) / My Nursery School (Ridgefield) 4/3  
[The Wizard of Oz / Curtain Call \(Stamford\)](#) 4/3-5/2  
[Draw On! Family Pictionary Tournament](#) / The Aldrich (Ridgefield) 4/3  
[Egg Hunt & Family Fun Day](#) / Greenwich Lions Club (Greenwich) 4/4  
[20th Annual Bunny Breakfast](#) / Brookfield Newcomers (Brookfield) 4/4  
[Pet Awareness & Adoption Day](#) / CT's Beardsley Zoo (Bridgeport) 4/4  
[Draw On! Party](#) / All About Art (Monroe) 4/4  
[Kite Making Day](#) / Earthplace (Westport) 4/4  
[12th Annual Lego Contest](#) / Discovery Center at Ridgefield (Ridgefield) 4/4  
[Le Club French Cooking](#) / Franc-O-Fun (Wilton) 4/4  
[Easter/Passover](#) / Interfaith Community Danbury Chapter (Danbury) 4/5  
[WEBE 108 KidsFest Save 20%!](#) / [WEBE 108 \(Wilton\)](#) 4/5