



# Quarterly Kids Paper

A special supplement to The Liberty Lake Splash

## KIDS ♥ CARE

For 2010, the theme for The Wave is "Kids Care." This concept will be carried through all four issues and will relate to seasonal themes and local activities. Issues will be as follows:

- Spring: Kids Care About Their World
- Summer: Kids Care About Their Health
- Fall: Kids Care About Their Minds
- Winter: Kids Care About Their Community

### 2010 PUBLICATION AND DEADLINE DATES

#### First Issue/Spring

**PUBLISHED:**

Thursday, March 25, 2010

**AD DEADLINES:**

Design service ads:  
Thursday, March 18

Camera ready ads:  
Friday, March 19

#### Second Issue/Summer

**PUBLISHED:**

Thursday, June 10, 2010

**AD DEADLINES:**

Design service ads:  
Thursday, June 3

Camera ready ads:  
Friday, June 4

#### Third Issue/Fall

**PUBLISHED:**

Thursday, August 19, 2010

**AD DEADLINES:**

Design service ads:  
Thursday, August 12

Camera ready ads:  
Friday, August 13

#### Fourth Issue/Winter

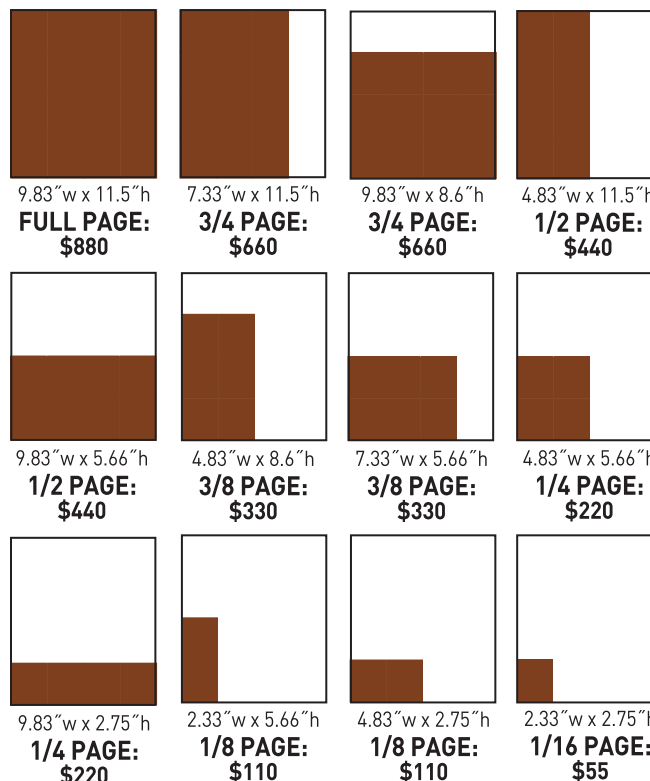
**PUBLISHED:**

Thursday, December 16, 2010

**AD DEADLINES:**

Design service ads:  
Thursday, December 9

Camera ready ads:  
Friday, December 10



### About The Wave

This is a quarterly publication geared toward elementary-age students in Liberty Lake and the surrounding areas. The special newspaper pullout offers stories about local kids, submissions by kids, as well as seasonal information and activities for kids and their parents.

Advertising rates for the publication are at left. Opportunities to sponsor contests or puzzles are also available. Call Janet at 509-242-7752 or send an email to [janet@libertylakesplash.com](mailto:janet@libertylakesplash.com) for more information.

Ad design is included in the price. If you choose to submit a camera-ready ad, please refer to the illustrations above for ad dimensions for this publication. The Splash uses Adobe programs and prefers working with PDF files when possible. We recommend vector art for most material and TIFFs or JPEGs are best quality at 220 dpi resolution or better. For custom ad sizing & pricing or for file specifications, please contact The Splash at 242-7752 or [janet@libertylakesplash.com](mailto:janet@libertylakesplash.com).

### TAKE ADVANTAGE OF OUR ADVERTISING SPECIAL

**Advertise in all four issues of The Wave in 2010 and receive a 30% discount.**

Commit to three issues and receive 20%; two issues receive 10%. Make ad space reservations by March 17 to take full advantage of this promotion! Contract advertisers may receive an additional 5% if their discount already exceeds promotional discount.

Advertisers agree to pay the difference in the discount levels if promotion conditions are not met.