

2017 Company Profile Issue

BABY & CHILDREN'STM

PRODUCT NEWS

THE COMPLETE JUVENILE TRADE RESOURCE

Running a half- or full-page ad in the August/September issue of *Baby & Children's Product News* entitles you to submit a FREE company profile. The profile will match the size of your **paid** advertisement. For example, a full-page ad equals a **FREE** full-page profile (\$3,000) and half-page ad equals a **FREE** half-page profile (\$1,500).

This section is intended to better inform BCPN's readers about your company's history, mission, product focus, staff, and future goals.

Please follow these guidelines when submitting your profile:

LENGTH

- Your entire **full-page** profile should not exceed 800 words but must be at least 500 words.
- Your entire **half-page** profile should not exceed 400 words but must be at least 200 words.

CONTENT

Profiles should be submitted as Word documents with the company's contact information (company name, address, phone, fax, email, website) included as you'd like it to appear in the header of the profile. Profiles can be written in paragraph form or provided as a bulleted list, but it is suggested the following be used as a guide for the content:

- Company Statement/Description
- Company History
- Core Products as well as New Introductions
- Services
- Quality Assurance
- R & D Efforts/Testing
- Future Goals
- Key Executives & Titles

FORMAT

- Be sure to supply FINAL copy—a single proof will be provided prior to print.
- Submit your **Word document** via email to susan@babyandchildrensproductnews.com.
- Images must be provided (1 or 2 suggested) that can be run with the profile (ex: logo, product shot, facility shot, etc.). Jpg, tif, or pdf formats (300 dpi) are acceptable and should be submitted with your profile.

If you have any additional questions, please call **Susan Windham** at 334-271-4087.

All Materials Must be Received By July 20, 2017