Recreation Department
2019
Activity Guides

ADVERTISING OPPORTUNITIES

DISTRIBUTION:
- FREE Magazine Format Directory
- Mailed to 35,000 Households

CONTENT:
- Full Directory of youth & adult class lists & schedules
- Seasonal variety of classes for all interests
- Registration information & class fees
- Glossy stock for cover front, back, inside front & back
- Pages bright white paper stock

PRICING & SIZES

All Prices Include Full Color – Book Trim Size 8.25" W x 10.75" H

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Summer (SUMMER)</th>
<th>School Yr. (ONLY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$1,500</td>
<td>$2,700</td>
</tr>
<tr>
<td>Inside Front or Back Cover</td>
<td>$1,250</td>
<td>$2,250</td>
</tr>
<tr>
<td>Interior Full Page</td>
<td>$850</td>
<td>$1,525</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>$525</td>
<td>$945</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>$525</td>
<td>$945</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$390</td>
<td>$700</td>
</tr>
</tbody>
</table>

* Safe live area on bleed ads - 7.85" x 10.375"

Payment must be received in full by ad deadline

DEADLINE
Summer Ad Deadline ...........................................Feb. 15, 2019
Published April 1, 2019

School Year Ad Deadline .............................July 29, 2019
Published September 1, 2019

Contact Lynn at 920.379.6728 or lynn.stilson@intergen.org

Accepted Ad File Format
- Ads MUST be high resolution (300dpi) pdf with fonts outlined
- All images MUST be 300 dpi for printing
- Website/Facebook images (72dpi) are NOT acceptable
- Ads created in Word or Publisher are NOT acceptable
- Color space MUST be CMYK

Ad Layout & Design available at additional cost
Advertising Design Rates

We are offering our ad design services at a special rate for the activity guides.

PRICING & SIZES
1/4 Page Ad Layout and Design $75
1/2 Page Ad Layout and Design $150
Full Page Ad Layout and Design $250

- Advertiser MUST supply high resolution (300dpi) logos and images for ad production.
- Logos should be in VECTOR format. Other formats may require manipulation and advertiser will be billed for extra time.
- Website/Facebook images (72dpi) are NOT acceptable.
- All images MUST be 300dpi for printing.
- Ads created in Word or Publisher are NOT acceptable.

An electronic proof will be provided to the advertiser and two sets of revisions will be allowed.

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Advertising Specifications

**Bleed**
8.75”w x 11.25”l
Color and images may bleed off the page.

**Trim**
8.25”w x 10.75”l
Where the book is trimmed for publication. No text may go up to or past this demarcation.

**Live Area**
7.85”w x 10.375”l
Text may go up to this demarcation but not past. Going past will risk being cut on trim.

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300dpi - press ready, all images used in ads and ads themselves should have this dpi size

150dpi - typically used for black and white only printing

72dpi - internet image, not acceptable for color print products