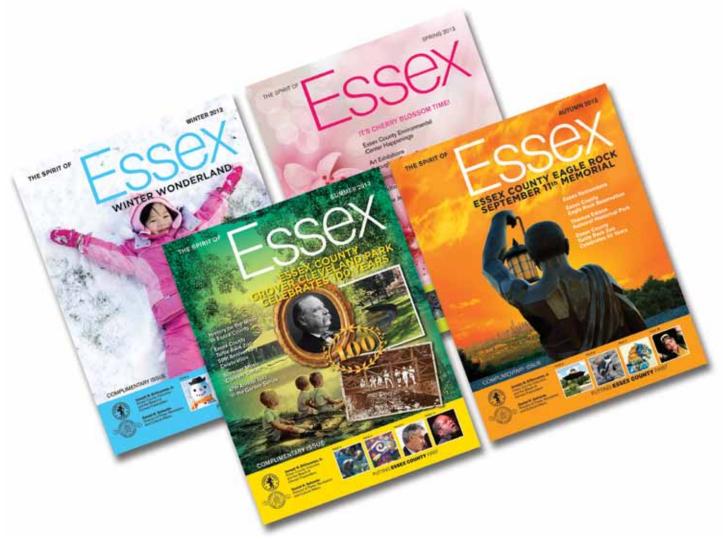
GET THE SPIRIT OF ESSEX

ADVERTISE IN THE SPIRIT OF ESSEX MAGAZINE FALL-WINTER-SPRING-SUMMER ISSUES



REACHING NEW JERSEY FAMILIES ALL YEAR

The Spirit of Essex magazine is becoming one of the most trusted and valued resources for all that is happening in Essex County. We report on all of the upcoming events, sources of entertainment and timely news found around Essex County.

Our subscribers are opt ins who have requested to receive the magazine or attendees at County events.

The Spirit of Essex readers are just like our magazine: They live, work and play in Essex County!

County residents live here, shop here, dine here and they like their entertainment here. They also make a great audience and/or customer.

PUTTING ESSEX COUNTY FIRST

ADVERTISING RATES AND SCHEDULE

Digital Deadlines

(All material to be received by 3pm on deadline day)

Issue	Deadline		
Fall (Sept)	July 30		
Winter (Dec)	October 31		
Spring (March)	January 30		
Summer (June)	April 30		

Magazine Specifications

Frequency: Quarterly Distribution: 5,000

Size: 8.375"W x 10.75"H

Full color 4/4

Premium gloss stock Offset lithography

Ad Sizes (Full color)	inches	column/inches
Full Page	7 x 10	3 x 10
Full Page bleed	see below	
½ page (hor)	7 x 4 7/8	3 x 5
¹ / ₄ page (hor)	3.5 x 4 7/8	1.5 x 5
Full page bleed		
Trim	8/1/8 x 10 7/8	
Bleed	8 3/8 x 11 1/8	

Upload to our FTP Server

Password:

Our upload server can be easily accessed via our web browser:

Web address:______

In order to upload, all fields must be filled out (comments are appreciated).

You will receive a confirmation once we review file. Please call us with any questions.

ONLY PDFS ARE ACCEPTED

Ads must be sized exactly

Output to be hi-res – 300 dpi

Must be CMYK with Imbedded fonts/images

NOTE

The FTP site will not accept folders

Name all files with advertiser's name

REMINDERS

Fonts: All fonts must be included

Color: All files must be CMYK. Any RGB or PMS files will

be automatically converted to CMYK and may result

in color changes

Images: Image/ad resolutions of 300 dpi

Save B/W images as greyscale

AD RATES

For .08 per person reached or less, you can target Essex County residents and families four times a year!

Insertion	1Qtr	2Qtrs	3Qtrs	4Qtrs
Full page	\$400*	\$375 per	\$350 per	\$325 per
½ page	\$250	\$225 per	\$200 per	\$175 per
1/4 page	\$200	\$175 per	\$150 per	\$125 per
Back ½ cover	\$300	\$275 per	\$250 per	\$225 per

^{*.08} per person reached

Make checks payable to:

Department of Parks, Recreation & Cultural Affairs 115 Clifton Avenue, Newark, NJ 07104

Questions?

Call Terri Guess Advertising Manager 973-239-2485



Joseph N. DiVincenzo, Jr. Essex County Executive and the Board of Chosen Freeholders



Daniel K. SalvanteDirector of Parks, Recreation and Cultural Affairs

SPIRIT OF ESSEX MAGAZINE

AD RATES

For .08 per person reached or less, you can target Essex County residents and families four times a year!

Insertion	One Qtr	2 Qtrs	3 Qtrs	4 Qtrs
Full page	\$400*	\$375 per	\$350 per	\$325 per
1/2 page (hor)	\$250	\$225 per	\$200 per	\$175 per
1/2 page (hor)	\$200	\$175 per	\$150 per	\$125 per
Back 1/2 cover	\$300	\$275 per	\$250 per	\$225 per

^{*.08} per person reached

• •					
Make checks payable to Depa 115 Clifton Avenue, Newark, N. Invoice/amount due \$	J 07104	•	eation & Cultu	ıral Affairs	
Publication(s) [Circle]	Fall	Winter	Spring	Summer	
Company name					
Address					
Contact					
Email address					
Phone					
Sign & Print name					
 Date					
Publisher not responsible for e the space in the magazine	errors in ac	dvertising be	yond the cos	t of	
Reminder; Please send print-r (as specified in the media kit)	-				
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PUTTING ESSEX COUNTY FIRST

or follow FTP upload instructions found in media kit