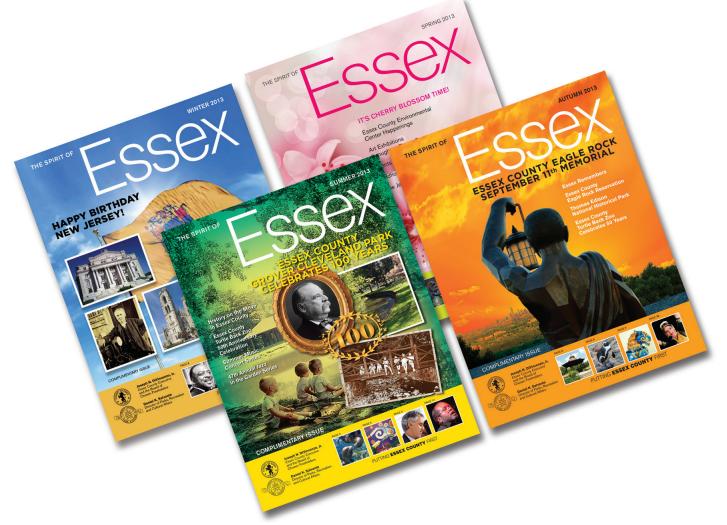
# **GET THE SPIRIT OF ESSEX**

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: Distribution: Size: Full color 4/4 Premium gloss stock Offset lithography

Quarterly
5,000
8 <sup>1</sup> /2"w x 11"h

Ad Sizes (Full color)	inches	col/inches
Full Page	7 <sup>1</sup> /2"w x 10"h	3 x 10"
Full Page bleed	see below	
½ page (horizontal)	7 <sup>1</sup> /2"w x 4 <sup>3</sup> /4"h	3 x 5"
<sup>1</sup> /4 page (hor)	3 <sup>1</sup> / <sub>2</sub> "w x 4 <sup>3</sup> / <sub>4</sub> "h	1.5 x 5"

 Full page bleed

 Trim
 8<sup>1</sup>/2"w x 11"h

 Bleed
 8<sup>3</sup>/4"w x 11<sup>1</sup>/4"h

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

Email your ad to: essexarts@parks.essexcountynj.org via your dropbox account. Please label your ad as follows: NAME.SOEAD.

#### 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 grayscale

#### Ad Rates

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

Insertion	1 Qtr	2 Qtrs	3 Qtrs	4 Qtrs	
Full page	\$400*	\$375 per	\$350 per	\$325 per	
1⁄2 page	\$250	\$225 per	\$200 per	\$175 per	
<sup>1</sup> /4 page	\$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:

County of Essex Memo line: Spirit Ads

#### Mail to:

Kips Castle 22 Crestmont Rd Verona, NJ 07044

#### **Questions?**

Call Terri Guess Advertising Manager 973-239-2485



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



**Daniel K. Salvante** Director of Parks, Recreation and Cultural Affairs

## PUTTING ESSEX COUNTY FIRST

## **SPIRIT OF ESSEX MAGAZINE**

#### **AD RATES**

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	-			-			
Insertion	One Qtr	2 Otrs	3 Qtrs	4 Otrs			
Full page	\$400*	\$375 per	\$350 per	\$325 per			
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*.08 per person reached							
Make checks payable to: County of Essex, Memo line: Spirit Ads							
Mail to: Kips Castle 22	Crestmont Rd., Vero	ona, NJ 07044					
Invoice/amount due \$_							
Publication(s) [Circle]	Fall Wir	nter Spring	Summer				
Company name							
Address							
Contact							
Email address							
Phone Sign & Print name							
_							
Date							
Publisher not responsible for errors in advertising beyond the cost of the space in the magazine							
Reminder: Please send print-ready (as specified in the media kit) ad to							

Email: \_\_\_\_\_

## PUTTING ESSEX COUNTY FIRST