

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 1/2" w x 11" h
Full color 4/4	
Premium gloss stock	
Offset lithography	

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

Full page bleed	
Trim	8 1/2" w x 11" h
Bleed	8 3/4" w x 11 1/4" 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
1/4 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

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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., Verona, NJ 07044

Invoice/amount due \$_____

Publication(s) [Circle] Fall Winter 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: _____

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