

IRVINE SENIOR CONNECTION

Advertising Information

2024

The *Irvine Senior Connection* is a quarterly newsletter tailored to adults ages 50 and older residing in Irvine. Advertising in *Irvine Senior Connection* is a unique opportunity to reach a growing audience that is as diverse in their activities as they are in their cultural background.

The goal of the *Irvine Senior Connection* is to provide a comprehensive resource guide for adults seeking information on cultural, recreational, and health and human services in Irvine. All advertisements in *Irvine Senior Connection* must further support this goal and be geared toward adults ages 50 and older.

QUANTITY AND DISTRIBUTION

The City of Irvine produces and distributes 3,750 copies of *Irvine Senior Connection* quarterly.

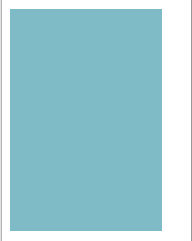
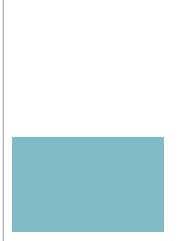
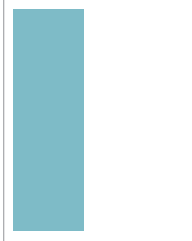
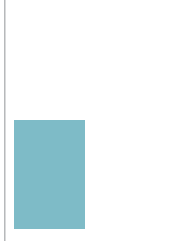
Distribution methods include:

- Distribution at Lakeview and Rancho senior centers and Trabuco Center.
- Direct mail to paid subscribers.
- Delivery to Irvine senior living facilities.
- Distribution at Irvine City Hall, Irvine community parks, and senior and community events.
- Posting online at irvineseniors.org/connection.



AD SIZES & COSTS

All ads are in full color and billed on a per issue basis.

Full-page	1/2-page	1/4-page	1/8-page
			
Horizontal	Vertical	Vertical	Horizontal
6.875"w x 9.8125"h	6.875"w x 4.83"h	3.3125"w x 9.8125"h	3.3125"w x 4.83"h
Per Issue \$718	Per Issue \$388	Per Issue \$216	Per Issue \$138

Other Costs

Preferred Position (based on availability)
Add 10% to cost

Design Services

Custom Ad Creation \$132 per hour
Editing Existing Ads \$66 per hour

Design services must be requested 4 weeks prior to the artwork due date noted under "Deadlines" below. Customers are responsible for additional costs, such as the purchasing of specific fonts, photos, etc. Prices subject to change.

DIGITAL REQUIREMENTS

MEDIA SUBMISSION

- Only digital files accepted.
- By email (smaller files in EPS, Ai, or PDF formats).
- For files larger than 4 MB, compress to zip files.

FORMAT AND COLOR

- TIFF, EPS, JPEG, or PDF
- CMYK Color
- 300 dpi

ARTWORK: IMAGES AND FONTS

- Artwork should be print ready and fit to size with recommended .125" bleed.
- For working files submitted, package completely.
- Supply or embed original images.
- Use True Type or Open Type fonts.
- For Illustrator, InDesign, and Photoshop, fonts should be converted to outlines or type rasterized.
- For PDF files, all fonts must be embedded.

ADVERTISING CONTENT

Advertisements must be relevant to the Irvine senior community, and not contrary or detrimental to the City mission, organizational values, image, or interests. The City reserves the right to refuse any advertisement that promotes tobacco, alcohol, pornography, obscenity, messages of a political or religious nature or connotation, weapons, or for any other reason. Content promoting products for medical or medicinal use is not permitted. In supplying artwork and/or fonts, you represent that you own, have permission, or a commercial license to use the same.

INTERESTED IN ADVERTISING?

Complete the *Irvine Senior Connection* Interest Form at irvineseniors.org/advertising-irvine-senior-connection.

Once your form is submitted, your application will be reviewed and you will be contacted by City staff.

CONTACT US

We look forward to working with you!

Kristen Jefferson

949-724-6817

kjefferson@cityofirvine.org

2024 ADVERTISING DEADLINES

Ads will be accepted on a first-come, first-served basis based on space availability. Priority will be given to those who advertise in all four issues. Following are dates for which ads must be submitted.

ISSUE

Winter 2023-24
Spring 2024
Summer 2024
Fall 2024

DUE DATE

September 11, 2023
December 4, 2023
March 11, 2024
June 10, 2024

