

INSIDE IRVINE

2024 | Connect With the Irvine Community ADVERTISING

Inside Irvine is the official quarterly magazine and recreation guide for the City of Irvine. This 100-page publication delivers City of Irvine news, events, and community programming to its residents.

By advertising in *Inside Irvine*, you will reach hundreds of thousands of potential clients within and outside the City.



View the latest issue
at insideirvine.org.

105,000+

PRINT DISTRIBUTION

DIGITAL EDITION AVAILABLE ONLINE



Mailed to all Irvine residents
and targeted mailing lists

Displayed and distributed
to City community
centers and libraries

Digital edition accessible
at insideirvine.org

300,000+

CITY OF IRVINE

COMMUNITY POPULATION



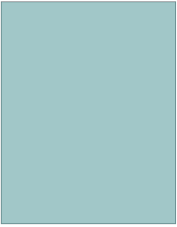
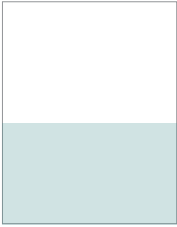
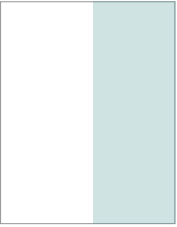


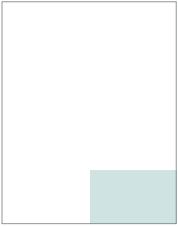
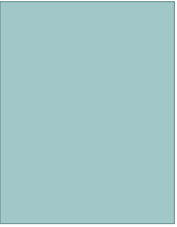
The target audience for *Inside Irvine* is Irvine residents, which includes a wide range of age groups and diverse cultures. For demographic details, visit cityofirvine.org/demographics.

Get started at insideirvine.org.

To get started, fill out the *Inside Irvine* Advertisement Interest Form, found at insideirvine.org. For more information, please contact graphics@cityofirvine.org.



INSIDE IRVINE AD SIZES & PRICING

Full-page	1/2-page		1/4-page		1/8-page	Inside Back Cover
8.25"w x 10.875"h	7.95"w x 5.3"h Horizontal	3.875"w x 10.875"h Vertical	7.95"w x 2.65"h Horizontal	3.875"w x 5.3"h Vertical	3.875"w x 2.65"h	8.25"w x 10.875"h
						
Per Issue \$2,500 Annual \$9,000	Per Issue \$1,400 Annual \$5,400		Per Issue \$1,050 Annual \$3,600		Per Issue \$750 Annual \$2,700	Per Issue \$2,900 Annual \$10,440

DESIGN SPECIFICATIONS

Final ad file must be submitted as follows:

- Include 0.25" bleed in PDF or JPG with no crop marks
- File formats accepted: PDF or JPG (Compression: "high" or "maximum")
- 300 dpi minimum resolution, CMYK color mode

DATES & DEADLINES

	Spring 2024	Summer 2024	Fall 2024	Winter 2024-25
Payment & Commitment Due	12/1	3/15	6/14	9/13
Print-Ready Artwork Due	12/8	3/22	6/21	9/20
Publication Distribution Date	2/15	5/15	8/15	11/15

DESIGN SERVICES

Custom Ad Creation: Graphic design services: \$132 per hour

Editing Existing Ads: Editing services: \$66 per hour

Customers are responsible for additional costs, such as the purchasing of specific fonts, photos, etc. Prices subject to change.

Ad Placement

Advertisements are placed in the appropriate Activity Guide sections as follows:

Early Childhood	Newborn to 5 years
Children	Ages 5-12
Teens	Ages 12-18
Adults	Ages 18+
Older Adults	Ages 50+
Arts	All Ages

Best efforts are made to accommodate advertisers' placement preferences, but we cannot guarantee section placement. Ads are provided on a first-come, first-served basis.

Space is limited. Priority is given to existing advertisers, space/size availability, and advertisers with print-ready material and payments submitted on time.

Advertising Content

Advertisements must be relevant to the Irvine community and not contrary or detrimental to the City's mission, organizational values, image and interests. Types of advertisements prohibited include, but are not limited to, promotion of tobacco, alcohol, pornography, obscenity, and messages of a political or religious nature or connotation. Content promoting products for medical or medicinal use is not permitted.

Interested in Advertising?

Fill out the Inside Irvine Advertisement Interest Form, found at insideirvine.org. Allow one business day to be contacted.