

Inside IRVINE

Advertising Information Kit

Inside Irvine is the official quarterly magazine and recreation guide for the City of Irvine. The City of Irvine offers a myriad of high-quality programs to families within the community who are seeking to enrich their lives through recreation.

By advertising in *Inside Irvine*, you will reach more than 105,000 readers within and outside the City. Your ad will also appear in the digital edition that is posted online.

Reach

Distribution of more than 100,000 copies:

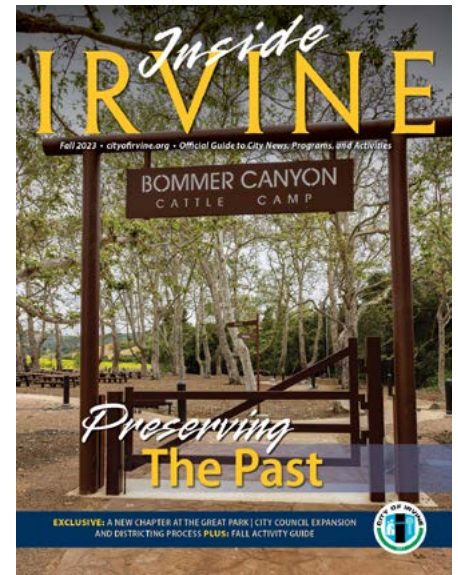
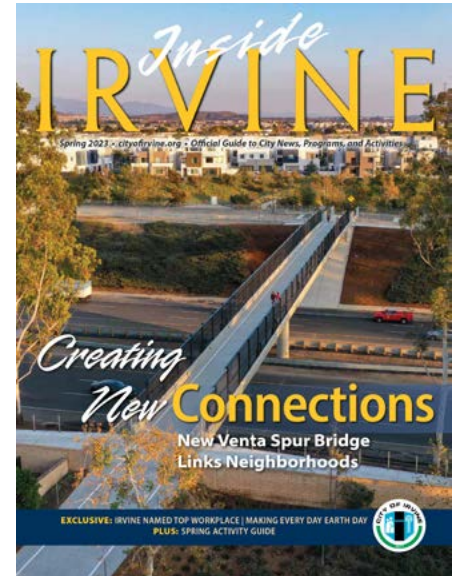
- Mailed to Irvine households and targeted mailing lists.
- Displayed at all City community centers.
- Distributed to City libraries.
- Digital edition viewable to everyone at cityofirvine.org.

Demographics

The target audience for *Inside Irvine* is Irvine residents. The latest resident demographic information can be found at cityofirvine.org/demographics.

Advertising Support

For more information, please contact graphics@cityofirvine.org.



Placement

Advertisements are placed in Activity Guide sections as follows:

- **Early Childhood:** Newborn to 5 years
- **Children:** Ages 5–12
- **Teens:** Ages 12–18
- **Adults:** Ages 18+
- **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.

Dates & Deadlines

Spring 2024

Distributed Mid-February

Payment & Commitment Due: **December 1, 2023**

Print-Ready Artwork Due: **December 8, 2023**

Summer 2024

Distributed Mid-May

Payment & Commitment Due: **March 15, 2024**

Print-Ready Artwork Due: **March 22, 2024**

Fall 2024

Distributed Mid-August

Payment & Commitment Due: **June 7, 2024**

Print-Ready Artwork Due: **June 14, 2024**

Winter 2024–25

Distributed Mid-November

Payment & Commitment Due: **September 13, 2024**

Print-Ready Artwork Due: **September 20, 2024**

**Note: Dates are subject to change.*

Design Specifications & Services

Final ad design must be submitted as follows:

- 300 dpi at exact size listed above.
- Submitted as either PDF or JPG (Compression: "high" or "maximum").
- Ads must be in CMYK color.

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.

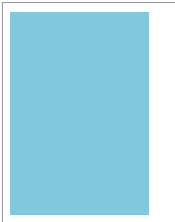
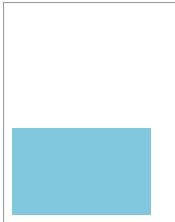
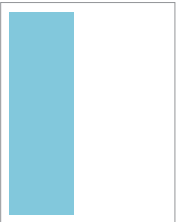
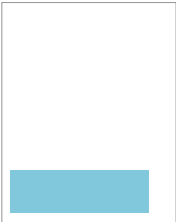
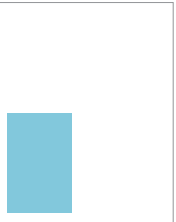
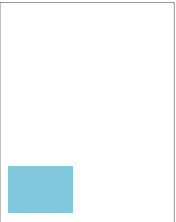
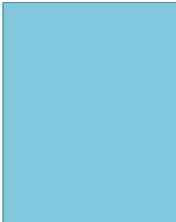
Advertising Content

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 cityofirvine.org/insideirvine. Allow one business day to be contacted.

Ad Sizes & Pricing

Full-page	1/2-page		1/4-page		1/8-page	Inside Back Cover
						
6.25"w x 9.375"h	Horizontal 6.25"w x 4.625"h	Vertical 3"w x 9.375"h	Horizontal 6.25"w x 2.25"h	Vertical 3"w x 4.625"h	3"w x 2.25"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