

INSIDE

# IRVINE

# 2025

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 previous issues  
at [insideirvine.org](http://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](http://insideirvine.org)

# 315,000+

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](http://cityofirvine.org/demographics).

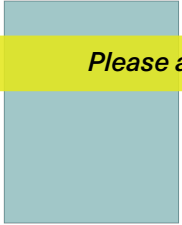
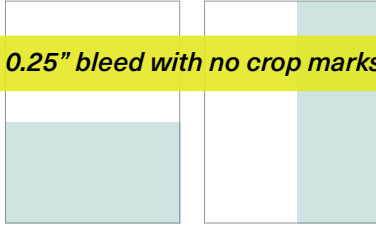
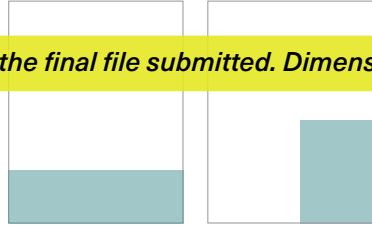
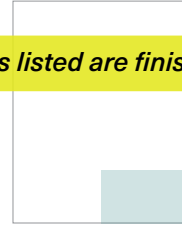
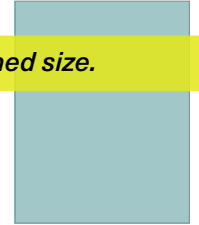
## Get started at [insideirvine.org](http://insideirvine.org).

To get started, fill out the *Inside Irvine* Advertisement Interest Form, found at [insideirvine.org](http://insideirvine.org). For more information, please contact [graphics@cityofirvine.org](mailto:graphics@cityofirvine.org).



**NEW**

# INSIDE IRVINE AD SIZES & PRICING

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

Please add 0.25" bleed with no crop marks in the final file submitted. Dimensions listed are finished size.

## 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 2025	Summer 2025	Fall 2025	Winter 2025-26
Payment & Commitment Due	12/6	3/14	6/13	9/12
Print-Ready Artwork Due	12/13	3/21	6/20	9/19
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](https://www.insideirvine.org). Allow one business day to be contacted.