

Inside IRVINE

Advertising Information Kit

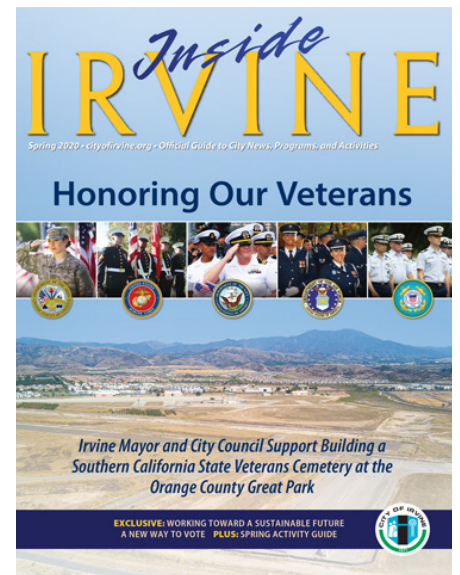
Inside Irvine is the official quarterly magazine and recreation guide for the City of Irvine. The City of Irvine offers a myriad of high-quality programs to families within the community who are seeking to enrich their lives through recreation.

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



Advertising Support

For more information, please contact:

Dorian Harris at dharris@cityofirvine.org • 949-724-7745



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.

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

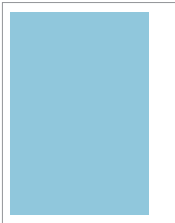
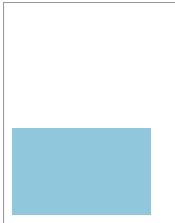
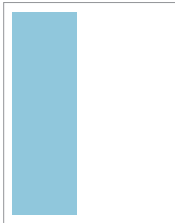

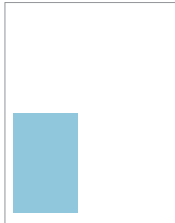
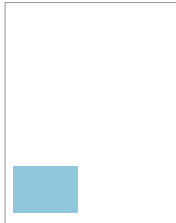
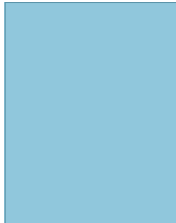
Graphic design services: \$132 per hour

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.

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

Dates & Deadlines

Spring 2021

Distributed Mid-February

Payment & Commitment Due:

December 4, 2020

Print-Ready Artwork Due:

December 18, 2020

Summer 2021

Distributed Mid-May

Payment & Commitment Due:

March 5, 2021

Print-Ready Artwork Due:

March 12, 2021

Fall 2021

Distributed Mid-August

Payment & Commitment Due:

June 4, 2021

Print-Ready Artwork Due:

June 11, 2021

Winter 2021–2022

Distributed Mid-November

Payment & Commitment Due:

September 3, 2021

Print-Ready Artwork Due:

September 17, 2021

**Note: Dates are 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.

Interested in Advertising?

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