

Advertising Information Packet

The City of Irvine produces a quarterly magazine, *Inside Irvine*, distributed to Irvine Residents and to non-residents upon request.

This full color, professionally designed magazine is the main communication piece from the City of Irvine and includes:

- City News
- Community Calendar
- Recreation Offerings
- Community Resources and City Services

With a readership of more than 382,500, this is an excellent opportunity for local business to reach an interested and targeted audience.

The Activity Guide portion of *Inside Irvine* is offering advertising space on a limited basis.



Owned by the City of Irvine, *Inside Irvine* is a trusted source of information.

WHY IRVINE?

Irvine is a highly desirable demographic:

High School graduates: 97% Population: 212,793

College Educated: **64**% Registered Voters: **110,442**

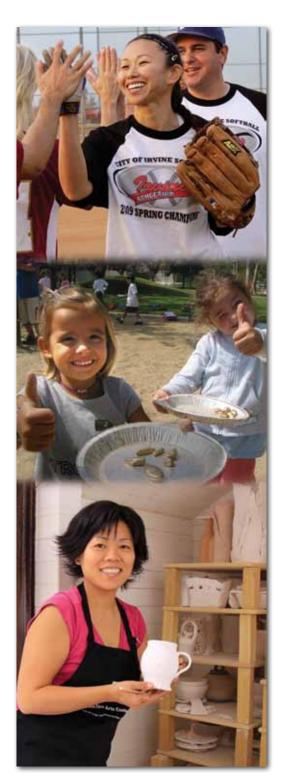
Average income: \$95,000 FBI Crime Rating: Safest Big City in America

*Based on statistics posted at www.Cityofirvine.org as fo June 2010

- Advertising Support:
 Jennifer Allanach
 949-724-6665
 jallanach@cityofirvine.org
- Graphic Design Questions/Support:
 David Neustaedter
 949-724-6663
 dneustaedter@cityofirvine.org
- City of Irvine
 Community Services Department:
 Telephone: 949-724-6600
 Fax: 949-724-6608



Facts



DISTRIBUTION

95,000 copies are printed each issue. Its reach includes:

- All Irvine households
- 15 Community Parks and Senior Centers
- City offices
- Targeted mailing list
- Libraries
- Posted online

READERSHIP

The City of Irvine's *Inside Irvine* is the most comprehensive source for information published by the City. It includes resources, recreational services and opportunties to enhance the quality of life for Irvine residents. The shelf life for the publication is four months and is viewed by multiple readers. The readership is comprised of affluent, active and community-minded adults who represent a significant share of the purchasing power in the local market.

VALUE

It is important to promote your business in a publication that connects you directly with involved and active community members. Inside Irvine is owned by the City of Irvine and is targeted to the Irvine community. Don't miss this opportunity to gain valuable and cost-efficient exposure for your business.

Frequency: 4 issues per year

Circulation: 90,000 printed per issue

Longevity: 3 to 4 months per issue

Readership*: 382,500

*readership based on industry pass along rate if 4.25 readers per issue.

- Advertising Support: Jennifer Allanach 949-724-6665 jallanach@cityofirvine.org
- Graphic Design Questions/Support: **David Neustaedter** 949-724-6663 dneustaedter@cityofirvine.org
- City of Irvine **Community Services Department:** Telephone: 949-724-6600 Fax: 949-724-6608



CONTACT

Questions you may have regarding advertising feel free to contact our Advertising Support:

- Annual vs. Quarterly
- Ad Design Services
- Dimensions & Rates
- Payment
- Placement
- Submissions Requirements

Details are also listed on the back page.

Jennifer Allanach 949-724-6665

jallanach@cityofirvine.org

Advertisements are placed within the programs offered through the Community Services Department. The target range of the different areas are as follows:

• Early Childhood: Birth to 5 years

• Children: Ages 5-12 • Teens: Ages 12-18 • Adults: Ages 18+ Arts: All Ages

Quarterly Submission Date Ranges

Winter

August 10-September 10 (In homes mid November)

Spring

November 10-December 10 (In homes mid February)

Summer

January 20-February 28 (In homes early May)

Fall

May 18-June 18 (In homes early August)

DISCLAIMER

Because space is limited, allocation will be as follows:

- Existing advertisers on annual contracts in good standing*
- Camera ready art submitted in acceptable format
- First received within time frame
- Size availability

Waiting lists will be utilized. *timelines met, bills paid

Please note:

Advertisements must be relevant to the Irvine community and not contrary or detrimental to the City's mission, corporate values, image and interests. Types of advertisement prohibited include, but not limited to, the promotion of alcohol, tobacco, pornography; or messages of political, obscene, or religious nature.



^{*}We will try to accommodate advertisers' choices, but do not guarantee placement



Activity Guide Digital Ad Specifications and Quarterly Rates

Digital Requirements

Artwork

- All digital files must be submitted as CMYK camera-ready artwork.
- Supply all fonts and links.
- All photos must be scanned at 300 dpi.

Fonts

- Use Type 1 or Open Type fonts only! (NO TrueTypes) Include both screen and printer components of each font for Type 1, or convert fonts to outline.
- For PDFs, all fonts must be embedded.
- Do not stylize fonts (i.e., do not use the "bold" command to make regular Helvetica appear bold. Use the native Helvetica Bold font instead).

Software

- Illustrator CS 3
- QuarkXpress (No Quark Xtensions)
- Photoshop CS 3
- InDesign CS 3
 (Sorry, No Microsoft Word, PowerPoint, Excel, Publisher or Page Maker)

Format

- .pdf
- .jpg (Compression: "high" or "maximum")
- .eps
- .tif

(Saved to the following resolution: 300 dpi)

Media Submission

- Email: dneustaedter@cityofirvine.org or brochure@cityofirvine.org
- CD-ROM
- DVD

Quarterly Submission Date Ranges

- Winter August 10-September 10 (In homes mid November)
- Spring November 10-December 10 (In homes mid February)
- Summer Janurary 20-February 28 (In homes early May)
- Fall May 18-June 18 (In homes early August)

Ads received within the submission timeline will be prioritized and some may be denied based on space availability.

Design Services

Custom Ad Creation

• Graphic design services: \$132 per hour. (Prices subject to change)

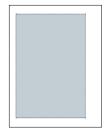
Editing Existing Ads

 Editing services: a minimum charge of \$18 plus \$66 per hour.
 (Prices subject to change)

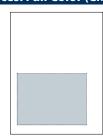
Contact Information

- Advertising and Graphics Support:
 Jennifer Allanach
 949-724-6665
 jallanach@cityofirvine.org
- City of Irvine
 Community Services Department:
 Telephone: 949-724-6600
 Fax: 949-724-6608

Dimensions & Prices: Full Color (CMYK)

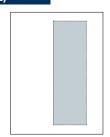


FULL-PAGE ADNo Bleed
6.25"w x 9.375"h
One-Time: \$2,400
Annual*: \$2,000



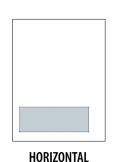
1/2-PAGE ADNo Bleed
6.25"w x 4.625"h
One-Time: \$1,350
Annual*: \$1,200

HORIZONTAL

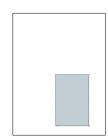


1/2-PAGE ADNo Bleed
3"w x 9.375"h
One-Time: \$1,350
Annual*: \$1,200

VERTICAL

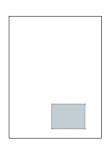


1/4-PAGE ADNo Bleed
6.25"w x 2.25"h
One-Time: \$1,000
Annual*: \$875



1/4-PAGE ADNo Bleed
3"w x 4.625"h
One-Time: \$1,000
Annual*: \$875

VERTICAL



1/8-PAGE ADNo Bleed
3"w x 2.25"h
One-Time: \$700
Annual*: \$650

Inside Irvine quarterly rates effective, Fall 2010 edition. Rates per quarter (price listed is per advertisement, per quarterly issue).

All prices subject to change. *Reduced prices are offered for annual advertising agreements.

