



Community Services Activity Guide Advertising Information

◆ MARKETING OPPORTUNITY

The City of Irvine's Community Services Department offers a tremendous opportunity to market and promote your business and services to the Irvine community through the *Community Services Activity Guide*.

◆ DISTRIBUTION

Every quarter, over 80,000 copies of this high quality publication are distributed to every residence in Irvine and an additional 2,000 are circulated at Irvine parks, libraries, schools, and other public places, as well as to new members of the community. Total annual circulation is 328,000 and Growing!

◆ READERSHIP

The City of Irvine's Community Services Activity Guide is the most comprehensive source for information on cultural, recreational and leisure services in Irvine. *The Community Services Activity Guide* contains a schedule of classes and activities, offering a variety of interests for all ages. The readership is comprised of affluent, active and community-minded adults who represent a significant share of the purchasing power in the local market. Since the *Community Services Activity Guide* remains in the home for months, its retention means that multiple readers see each copy.

◆ VALUE

It's important to promote your business in a publication that connects you directly with involved and active community members, reaches a targeted audience and enjoys strong readership among local residents. *The Community Services Activity Guide* is owned by the City of Irvine. Don't miss this opportunity to gain valuable and cost-efficient exposure for your business.

Quarterly Advertising Due Dates

<u>Winter</u>	<i>In homes mid November</i>	Due September 10 th
<u>Spring</u>	<i>In homes mid February</i>	Due December 10 th
<u>Summer</u>	<i>In homes early May</i>	Due February 28 th
<u>Fall</u>	<i>In homes early August</i>	Due June 10 th

City Contact info:

Advertising Coordinator-David Neustaedter, 949-724-6663; dneustaedter@cityofirvine.org
Graphical Questions/support- Sawako Agravante, 949-724-6666; brochure@cityofirvine.org
Department Fax Machine- 949-724-6608, Department main phone number: 949-724-6600

Community Services Activity Guide

Quarterly Rates

(Effective Winter 2009 Edition*)

❖ **RATES per quarter** (Price listed is per advertisement, per quarterly issue)

<u>Size</u>	<u>1 Time Placement</u>	<u>Annual Agreement**</u>
Back Cover	\$4,300	\$3,900
Inside Front Cover	\$2,900	\$2,600
Inside Back Cover	\$2,600	\$2,300
Full Page	\$2,000	\$1,600
1/2 Page	\$1,100	\$1,000
1/4 Page	\$ 800	\$ 700
1/8 Page	\$ 575	\$ 525
1/16 Page	\$ 195	\$ 195

*All prices subject to change.

**Reduced prices are offered for annual advertising agreements.

Ad Design/Creation

\$132 per hour

Edit Existing Ads

Minimum Charge \$18 plus \$66 per hour

*All prices subject to change.

❖ **DIMENSIONS**

Advertisement	Actual Size
Full Page B/W	7 ½" x 9"
1/2 Page Vertical	3 ½" x 9"
1/2 Page Horizontal	7 ½" x 4 ½"
1/4 Page Vertical	3 ½" x 4 ½"
1/4 Page Horizontal	7 ½" x 2 ¼"
1/8 Page Horizontal	3 ½" x 2 ¼"
1/16 Page Horizontal	3 ½" x 1 ¼"

(Back Cover Page 8 3/8" x 7 7/8", allow 1/4" bleed top and sides, not on bottom; Inside Cover Pages 8 3/8" x 10 3/4", allow 1/4" bleed all four sides. Color images must be converted to CYMK, not RGB)

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Digital Requirements

❖ DIGITAL REQUIREMENTS

- **Image/Artwork:**
 - ✓ Camera-ready means that the document is ready to be printed.
 - ✓ Supply all original images and include any links.
 - ✓ Photos must be scanned at 170 dpi for inside and 266 dpi for covers.
 - ✓ **All images must be converted to grayscale for inside ads.**
Please no color for black & white ads.

- **Fonts:**
 - ✓ Use Type 1 or Open Type fonts only! (NO TrueTypes) Supply all fonts and include both screen and printer components of each font for Type 1 or convert fonts to outline.
 - ✓ For PDF's, all fonts must be embedded.
 - ✓ Do not stylize fonts; i.e., don't use the "bold" command to make regular Helvetica appear bold. Use the native Helvetica Bold font instead.

- **Media Submission**
 - ✓ Email an attachment to brochure@cityofirvine.org or at dneustaedter@cityofirvine.org. Contact Dave at (949) 724-6663 if there is a problem with transmission.
 - ✓ CD-ROM
 - ✓ DVD

- **Document Software/Programs:**
 - ✓ Illustrator CS
 - ✓ Freehand MX
 - ✓ QuarkXpress (No Quark Xtensions)
 - ✓ Photoshop CS
 - ✓ InDesign CS

(Sorry, No Microsoft Word, Excel, PowerPoint, Publisher files, Page Maker 6.0 or Lower)

- **Digital Format:** .pdf, .jpg (set compression at "high" or "maximum") .eps or .tif
Saved to the following resolution:

Covers (glossy) with 1/4" or more bleed	=	266dpi
Inside (newprint)	=	170 dpi

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