

Inside IRVINE

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%**

College Educated: **64%**

Average income: **\$95,000**

Population: **212,793**

Registered Voters: **110,442**

FBI Crime Rating: **Safest Big City in America**

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

▪ **Advertising Coordinator:**
David Neustaedter
949-724-6663
dneustaedter@cityofirvine.org

▪ **Graphic Design Questions/Support:**
Sawako Agravante
949-724-6666
brochure@cityofirvine.org

▪ **City of Irvine
Community Services Department:**
Telephone: 949-724-6600
Fax: 949-724-6608



■ DISTRIBUTION

90,000 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 opportunities 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 of 4.25 readers per issue.*

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■ **CONTACT**

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

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

Details are also listed on the back page.

David Neustaedter
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dneustaedter@cityofirvine.org

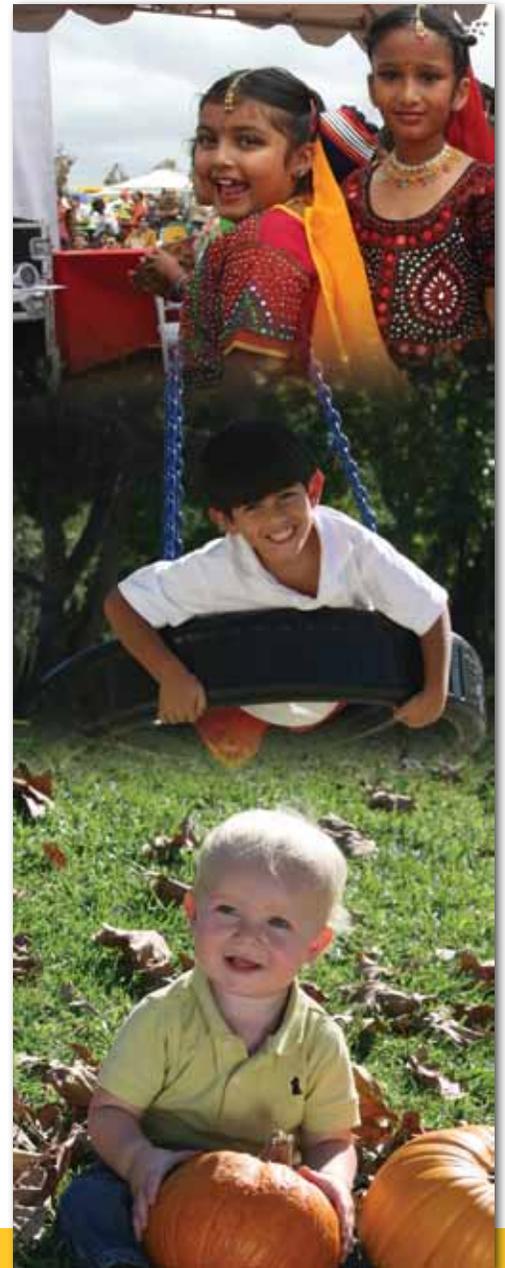
Advertisements are placed within the programs offered through the Community Services Department. The target range of the different areas are as follows:

- **Early Childhood:** Birth to 5 years
- **Children:** Ages 5-12
- **Teens:** Ages 12-18
- **Adults:** Ages 18+
- **Arts:** All Ages

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

Quarterly Submission Date Ranges

- | | |
|--|--|
| ■ Winter
August 10-September 10
<i>(In homes mid November)</i> | ■ Summer
January 20-February 28
<i>(In homes early May)</i> |
| ■ Spring
November 10-December 10
<i>(In homes mid February)</i> | ■ Fall
May 18-June 18
<i>(In homes early August)</i> |



■ **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.

IRVINE *Inside*

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

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- Fall** May 18-June 18
(In homes early August)

Ads received within the submission time-line 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

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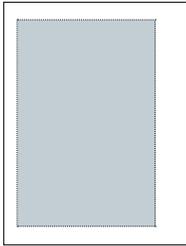
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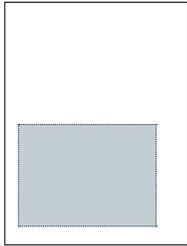
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Telephone: 949-724-6600
Fax: 949-724-6608

Dimensions & Prices: Full Color (CMYK)



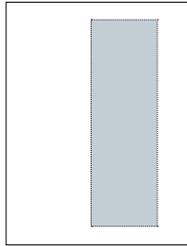
FULL-PAGE AD

No Bleed
6.25" w x 9.375" h
One-Time: \$2,400
Annual*: \$2,000



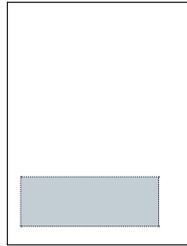
HORIZONTAL 1/2-PAGE AD

No Bleed
6.25" w x 4.625" h
One-Time: \$1,350
Annual*: \$1,200



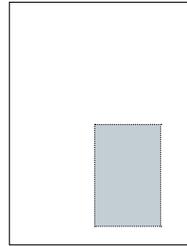
VERTICAL 1/2-PAGE AD

No Bleed
3" w x 9.375" h
One-Time: \$1,350
Annual*: \$1,200



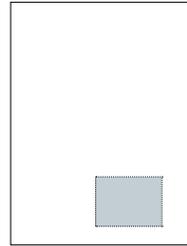
HORIZONTAL 1/4-PAGE AD

No Bleed
6.25" w x 2.25" h
One-Time: \$1,000
Annual*: \$875



VERTICAL 1/4-PAGE AD

No Bleed
3" w x 4.625" h
One-Time: \$1,000
Annual*: \$875



1/8-PAGE AD

No 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.

