



MARKET TO YOUR NEIGHBORHOOD

2017/18 PUBLISHING SCHEDULE

December 2017

Ad Reservation	Dec 1
Ad Materials	Dec 8
Mails	Dec 22

April 2018

Ad Reservation	Feb 28
Ad Materials	Mar 7
Mails	Mar 23

July 2018

Ad Reservation	May 30
Ad Materials	Jun 6
Mails	June 23

October 2018

Ad Reservation	Aug 28
Ad Materials	Sept 4
Mails	Sept 22

December 2018

Ad Reservation	Nov 28
Ad Materials	Dec 5
Mails	Dec 22

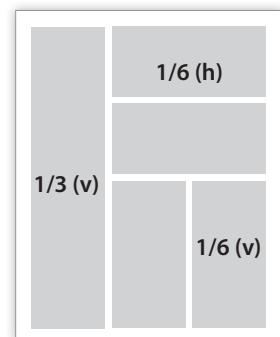
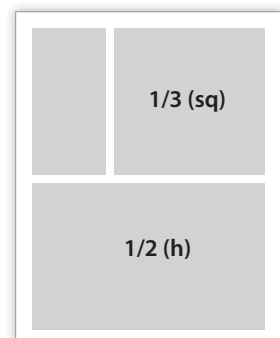
CONTACT

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Auburn Magazine's four-color, glossy format is an attractive vehicle for your advertising—reaching Auburn and surrounding community residents who shop, dine and seek services and entertainment locally.

The publication is mailed directly to 45,000 Auburn and regional households four times a year with additional copies distributed throughout the community.

There are over 2,200 active businesses in the area. Make yours stand out by advertising in the *Auburn Magazine*.



AD RATES (rates per issue)		
	1x	4x
Outside Back Cover	\$2,900	\$2,400
Inside Back Cover	2,700	2,295
Inside Front Cover	2,700	2,295
Full Page	1,800	1,530
1/2 page	1,200	1,020
1/3 page	800	680
1/6 page	400	340
Ad Design & Production <small>(Includes 3 revisions. Additional charges will apply thereafter)</small>		\$100

AD SIZES (width x height)			
Full page	8.375" x 10.875" (trim)	7.875" x 10.375" (live area)	8.625" x 11.125" (with 1/8" bleed)
1/2 page	7.25" x 4.81"		
1/3 page	4.75" x 4.81" (square)		2.25" x 9.625" (vertical)
1/6 page	2.25" x 4.81" (vertical)	4.75" x 2.25" (horizontal)	

AD SPECIFICATIONS

High-resolution PDFs. 300dpi resolution, colors converted to CMYK, all fonts embedded.



Philips Publishing Group

Auburn Magazine is published by
Philips Publishing Group for the city of Auburn.