



Photo by Kim Morgan

## 2018 PUBLISHING SCHEDULE

### Winter 2018

Ad Reservation	Jan 17
Ad Materials	Jan 24
Mails	Feb 10

### Spring 2018

Ad Reservation	April 11
Ad Materials	April 18
Mails	May 5

### Summer 2018

Ad Reservation	June 25
Ad Materials	July 3
Mails	July 21

### Fall 2018

Ad Reservation	Oct 4
Ad Materials	Oct 11
Mails	Oct 27

## CONTACT

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**Philips Publishing Group**

Sedro-Woolley City Scene is published by Philips Publishing Group for the city of Sedro-Woolley.

Owned and edited by the city of Sedro-Woolley, *Sedro-Woolley City Scene* magazine serves the community by providing news and information about city services alongside seasonal features aimed at the dynamic community that makes it one of the region's most desirable places to live and play.

Each full-color, glossy issue is mailed to more than 7,000 households and over 300 businesses. It's a great medium for businesses looking to gain exposure to this community and for residents to get to know and support their local businesses—keeping dollars in the Sedro-Woolley community!



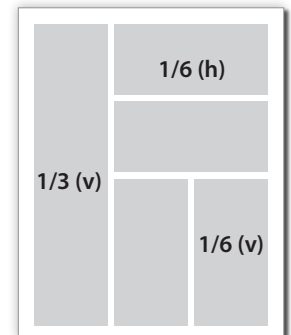
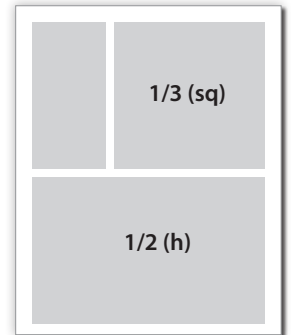
Photo by Andy Porter

## AD RATES

Sedro-Woolley Resident Businesses (rates are per issue)			
	1x	2x	4x
Outside Back Cover	\$1,500	\$1,275	\$1,200
Inside Back Cover	1,200	1,020	960
Inside Front Cover	1,200	1,020	960
Full Page	900	765	720
1/2 page	600	510	480
1/3 page	400	350	320
1/6 page	200	175	160

Non-resident Businesses (rates are per issue)			
	1x	2x	4x
Outside Back Cover	\$1,765	\$1,500	\$1,412
Inside Back Cover	1,400	1,200	1,120
Inside Front Cover	1,400	1,200	1,120
Full Page	1050	900	840
1/2 page	700	600	560
1/3 page	475	400	380
1/6 page	250	213	200

**Ad Design & Production**  
 (Includes 3 revisions. Additional charges will apply thereafter) \$100



## AD SIZES (width x height)

<b>Full page</b>	8.375" x 10.875" (trim)	7.875" x 10.375" (live area)	8.625" x 11.125" (with 1/8" bleed)
<b>1/2 page</b>	7.25" x 4.81"		
<b>1/3 page</b>	4.75" x 4.81" (square)		2.25" x 9.625" (vertical)
<b>1/6 page</b>	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.