

# Joliet Magazine

Joliet Magazine is a full color, community magazine that reaches at least 10,000 people in the greater Joliet area. Community members participate in design and article creation- contributions are also added online at [ayingo.com](http://ayingo.com) where one can submit locally written articles, features, and profiles of Joliet people.

Joliet Magazine is published quarterly. Each issue focuses on positive happenings in the community and encourages youths and adults to live positive healthy lifestyles.

With this magazine full of information and resources, readers hold on to it for months—giving your ad maximum exposure.

Joliet Magazine offers four ad sizes. Full-page ads and fractional ads (1/2-1/8 page) appear throughout the magazine. Please take care to create your ads at the desired size.

<i>Ad Size &amp; Freq</i>	4x	2x	1x
1/8 Page Ad	<b>\$350</b>	<b>\$389</b>	<b>\$424</b>
1/4 Page Ad	<b>\$455</b>	<b>\$505</b>	<b>\$550</b>
1/2 Page Ad	<b>\$770</b>	<b>\$854</b>	<b>\$931</b>
Full Page Ad	<b>\$1001</b>	<b>\$1111</b>	<b>\$1211</b>

<b>Placement</b>	<b>Rate</b>
<b>Front Inside Cover</b>	<b>\$1534</b>
<b>Back Inside Cover</b>	<b>\$1363</b>
<b>Back Cover</b>	<b>\$1534</b>

## Display Ad Sizes

Dimensions given are for live matter.

Actual trim size of magazine is 8-1/4" x 10-7/8".

Non-Bleed ads: Keep all images and copy within non-bleed dimensions.

1/2 Page Horizontal	7-5/8" W x 5-1/8" H
1/2 Page Vertical	3-3/4" W x 10-3/8" H
1/4 Page	3-1/2" W x 4-7/8" H
1/8 Page Horizontal	3-3/8" W x 2-1/4" H

**Joliet Magazine uses an all-Creative-Suite workflow for production, so we need your ads to be compatible with Adobe InDesign CS and Adobe Acrobat 6 Professional. Please note the following guidelines when preparing your ad files for inclusion in Joliet Magazine.**

**1. PDF is our preferred file format. EPS, TIF, flattened PSD, or JPEG files are also accepted (see General File Prep, below, about font embedding). If in doubt, e-mail for clarification. All graphics must be CMYK**

**2. Please embed fonts (PDF and EPS) or convert type to outlines. Send files at the dimensions at which they are to be reproduced.**

**3. Please name files clearly, indicating company name and issue date.**

**4. Include both screen and printer fonts for all files. Do not send true type fonts. Use real bold or italic versions of your font- Don't click on the font boxes in the type style menu**

**5. Allow extra 1/4" for all bleed edges on full page ads**

**6. To insure you get the colors you intended, submit a color proof of your ad.**

## Issue Deadlines

*Issue  
Date  
Issue Covering  
Closing Date/ Artwork Due*

### **Fall**

August 15th  
Aug., Sept., Oct.  
June 30

### **Winter**

November 15th  
Nov., Dec., Jan.  
September 30

### **Spring**

March 15th  
Feb., Mar., Apr.  
January 30

### **Summer**

May 15th  
May, June, July  
March 30

## **Highest Joliet visibility.**

**10,000 distributed to homes and businesses, schools and libraries.**

**1,500+ stocked at local businesses all year long.**

**1, 500 "Lobby Issues" distributed to local salons, doctor and dentist offices and other waiting area**

**Unlimited access to [www.ayingo.com](http://www.ayingo.com)**

# Please fill out and return with your ad.

## Advertising Contract

The undersigned ("Advertiser") agrees to advertise in **Joliet Magazine**, published in February, May, August and November of each year. Under this contract, Advertiser's ad will run in the following issues (check all that apply):

\_\_\_\_\_ (month/year) ad size of \_\_\_\_\_ for a flat fee of \_\_\_\_\_ or \_\_\_\_\_ (special \_\_\_\_X rate) per issue

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Advertiser acknowledges receipt of and agrees to comply with all policies and requirements set forth in the **Joliet Magazine** Advertising Policy and Rate Sheet.

Advertiser agrees that the publishers have the right to reject advertising:

1. If the editors determine that the advertising is inconsistent with their understanding of the community's objectives, values or image or the aesthetic standards of **Joliet Magazine**.
2. If advertiser fails to meet deadlines for space reservation, ad revisions, new advertising or ad approvals
3. For any other reason or for no reason.

All advertising is subject to approval from Joliet Magazine regarding subject matter, form, size, wording, illustrations, and typography. Joliet Magazine reserves the right to reposition, edit, reject, or cancel and advertisement at any time, before or after placement.

The above contract provisions are agreed to this \_\_\_\_\_ day of \_\_\_\_\_ (month), \_\_\_\_\_ (year).

**Company (Advertiser)** \_\_\_\_\_

**Contact (signed)** \_\_\_\_\_

**Contact (printed)** \_\_\_\_\_

Building/Suite/Dept. \_\_\_\_\_

Address and City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Sales Representative** \_\_\_\_\_

Make checks payable to: Joliet Magazine

Return form by fax or mail: P.O. Box 3553 Joliet IL 60434 Fax. (269) 620-7135

