

AboutTown

Official Magazine of the City of Edina



Advertising Specifications

About Town is printed four times each year in a two-color (black plus seasonal color) format. It is printed sheetfed on uncoated stock at 150 lpi.

All advertising must be submitted as follows:

Formats: Provide ads in black-and-white or two-color using black and the following seasonal metallic spot color. In order to print correctly, your file needs to be set and named as follows:

Issue:	Color Name:	
Winter (Blue)	Pantone 8483 C	
Spring (Green)	Pantone 8723 C	
Summer (Raspberry)	Pantone 8843 C	
Autumn (Orange)	Pantone 8923 C	

Note: CMYK and RGB colors cannot be accepted for spot color ads. A limited number of full-color ad spaces are available. Please call for more details and rates.

Preferred file format: InDesign, Photoshop, Illustrator or EPS, with fonts outlined. Include all linked files, supporting EPS and Tiff images, screen and printer fonts.

PDFs: We accept PDF files if created as a high-quality print PDF. The PDF must be spot color using the seasonal color names listed above.

If you are placing your ad in multiple issues, you will need to supply a new PDF for each issue to match the seasonal color change, unless you are also including the native files, links and fonts. If you send native files with your PDF, we will be able to change the seasonal color for you at no additional charge.

Media: CD or DVD. Disk needs to be clear of all other files.

Unacceptable File Formats: Corel Draw, Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, Pagemaker, Paint and QuarkXPress.

Production Charges: Advertising submitted in other than electronic format will be subject to a production charge. Production charges will also be billed for alterations requested on material received. Creative services bills out at \$85 per hour, with a minimum charge of \$100.

Materials can be emailed to Communications Coordinator Jordan Gilgenbach at JGilgenbach@EdinaMN.gov.

Contracts: A signed contract must accompany all advertisements. Ad placement is not guaranteed without a signed contract. Invoices will be mailed after each issue of About Town is printed. Payment will be due within 30 days of receipt. *Any payment that has not been received by the date due will be subject to the addition of a 10 percent late fee.*

Advertising rates:

Size:	Run once:	Discounted if run four times:
Full page	\$1,450	\$1,300 per issue
1/2 page	\$795	\$715 per issue
1/4 page	\$425	\$380 per issue
1/8 page	\$225	\$200 per issue

*Pricing for full-color ads on the inside front and inside back covers are available upon request.

To advertise in About Town, call Barb Pederson at 612-998-7412 or email Ads@EdinaMN.gov. See reverse side for size specifications.



City of Edina
About Town Ad Sizes
(Actual sizes)

Full page ad

7.5" w X 7.5" h

No bleeds

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1/2 page ad

7.5" w X 3.625" h

1/4 page ad

3.625" w X 3.625" h

1/8 page ad

3.625" w X 1.75" h