

Choose

MONROE



Spring/Summer
2018



Published twice a year, *Choose Monroe* magazine is designed to promote activities, events and businesses in Monroe and the Sky Valley region. Targeting Monroe's 16,000 new and longtime residents, as well as visitors to Western Washington, *Choose Monroe* is a unique publication that inspires everyone to discover the city and all it has to offer. Featured articles, events calendars, places to visit, eat and shop, maps and other resources that contribute to making Monroe and the Skykomish Valley an exciting, dynamic and thriving community can all be found in the *Choose Monroe* magazine.

Owned and edited by the City of Monroe, 17,500 copies of this four-color, glossy-format magazine will be direct-mailed to Monroe residents and business owners. Additional copies will be available at retailers, visitor centers, chamber of commerce as well as locations throughout Snohomish and Chelan.

Expand your business exposure by advertising in *Choose Monroe* and get in front of the local community and visitors alike. The adventure starts here.

2018 PUBLISHING SCHEDULE

SPRING/SUMMER 2018

Ad Reserve Apr 20
Ad Materials Apr 26
Mails May 11

FALL/WINTER 2018

Ad Reserve Sep 21
Ad Materials Sep 27
Mails Oct 12

CONTACT

To advertise contact:

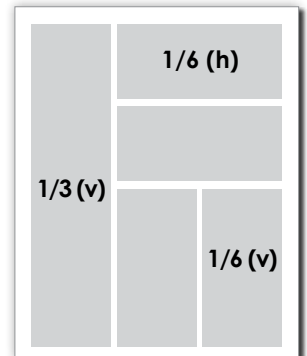
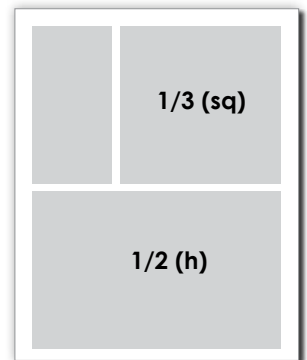
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AD RATES (per issue)		
	1x	2x
Outside Back Cover	\$1,500	\$1,275
Inside Back Cover	1,200	1,020
Inside Front Cover	1,200	1,020
Full Page	900	765
1/2 page	600	510
1/3 page	400	350
1/6 page	200	175

NON-RESIDENT BUSINESSES (per issue)		
	1x	2x
Outside Back Cover	\$1,765	\$1,500
Inside Back Cover	1,400	1,200
Inside Front Cover	1,400	1,200
Full Page	1,050	900
1/2 page	700	600
1/3 page	475	400
1/6 page	250	200
Ad Design & Production		\$100
(Includes 3 revisions. Additional charges will apply thereafter)		



Philips Publishing Group

Choose Monroe is published by Philips Publishing Group for the City of Monroe

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.