

AboutTown

Official Magazine of the City of Edina

ADVERTISING SPECIFICATIONS

About Town is printed four times each year: Jan. 1, April 1, July 1, Oct. 1. It is printed sheetfed on uncoated stock at 150 lpi.

All advertising must be submitted as follows:
Formats: Provide ads in B/W or CMYK.
Preferred file format: High-resolution PDFs.

Advertising Information:
Alice Tank Van Dyke
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AVanDyke@EdinaMN.gov

RATES

B/W

1/8 page \$225/issue (\$200 4x-rate)
1/4 page \$425/issue (\$380 4x-rate)
1/2 page \$795/issue (\$715 4x-rate)
Full page \$1450/issue (\$1300 4x-rate)

4-color, Interior pages

1/8 page \$270/issue (\$245 4x-rate)
1/4 page \$490/issue (\$440 4x-rate)
1/2 page \$915/issue (\$825 4x-rate)
Full page \$1675/issue (\$1510 4x-rate)

4-color, Inside back cover

1/8 page \$325/issue (\$295 4x-rate)
1/4 page \$550/issue (\$495 4x-rate)
1/2 page \$975/issue (\$880 4x-rate)
Full page \$1950/issue (\$1755 4x-rate)

Special rate: inside front cover: 4-color

Size: 1.75" h x 7.5" w \$600/issue (\$550 4x-rate)

Premium Positioning:

Outside Back Cover 1/2 page \$2500/issue

City of Edina About Town

AD SIZES

(Actual Page Size)

Full Page Ad

7.5" w X 7.5" h
No Bleeds



1/2 Page Ad

7.5" w X 3.625" h

(horizontal 1/2 page ad - see bold dotted line)

1/4 Page Ad

3.625" w X 3.625" h

1/8 Page Ad

3.625" w X 1.75" h