

Edina Parks & Recreation

Activities Directory

ADVERTISING SPECIFICATIONS

It is printed in full color and mailed to all households in Edina, as well as some non-resident members of the Edina Art Center (circulation ~28,500).

Preferred submitted file format: Print quality, full-color PDF.

We cannot accept the following formats: Corel Draw, Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, Pagemaker, Paint and QuarkXPress.

To submit: Materials can be emailed to your advertising representative.

To advertise in the *Activities Directory*, contact:

Alice Tank Van Dyke
612-308-6982
AVanDyke@EdinaMN.gov

Contracts: A signed contract must accompany all advertisements. Ad placement is not guaranteed without a signed contract. Invoices will be emailed after each issue of the newsletter is printed.

Payments and late fees: Payments are 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, and will not be able to advertise until outstanding invoices are resolved.

Activities Directory Ad Sizes & Rates

FULL PAGE

9.875" x 6.5"

1x - \$1,675/ea.

2x - \$1,510/ea.

QUARTER PAGE

4.75" x 3.0625"

1x - \$550/ea.

2x - \$495/ea.

THIRD PAGE

3" x 6.25"

1x - \$650/ea.

2x - \$595/ea.

HALF PAGE VERTICAL

4.75" x 6.5"

1x - \$880/ea.

2x - \$795/ea.

HALF PAGE HORIZONTAL

9.875" x 3.0625"

1x - \$880/ea.

2x - \$795/ea.