



**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. The City does not offer ad design or editing services.

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

**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.

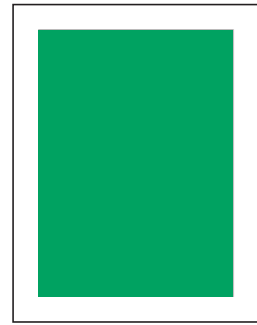
**To advertise** in the Activities Directory, contact:  
Alice K. Tank  
612-308-6982  
ATank@EdinaMN.gov

Dimensions are width x height.

### FULL PAGE

6.75 in x 9.25 in

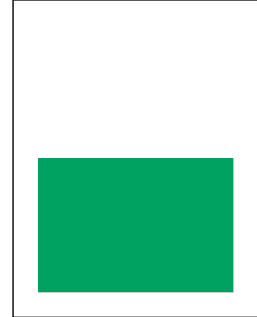
\$1,675



### HALF PAGE

6.75 in x 4.5 in

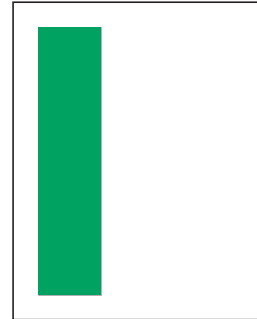
\$880



### 1/3 PAGE

2.1319 in x 9.25 in

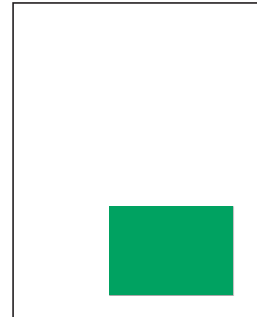
\$750



### 2/9 PAGE

2.1389 in x 4.44 in

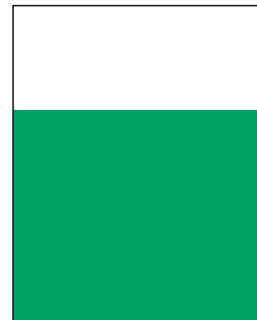
\$550



### BACK COVER

8.5 in x 7.25 in

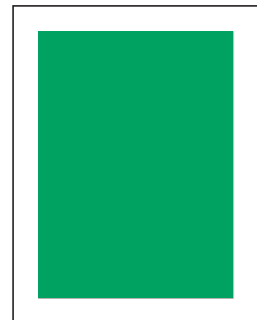
\$2,000



### INSIDE BACK COVER

6.75 in x 9.25 in

\$1,800



Premium positioning