

# GET THE SPIRIT OF ESSEX

ADVERTISE IN THE SPIRIT OF ESSEX MAGAZINE  
FALL-WINTER-SPRING-SUMMER ISSUES



## REACHING NEW JERSEY FAMILIES ALL YEAR

The Spirit of Essex magazine is becoming one of the most trusted and valued resources for all that is happening in Essex County. We report on all of the upcoming events, sources of entertainment and timely news found around Essex County.

Our subscribers are opt ins who have requested to receive the magazine or attendees at County events.

The Spirit of Essex readers are just like our magazine:  
They live, work and play in Essex County!

County residents live here, shop here, dine here and they like their entertainment here. They also make a great audience and/or customer.

PUTTING **ESSEX COUNTY** FIRST

# ADVERTISING RATES AND SCHEDULE

## Digital Deadlines

(All material to be received by 3pm on deadline day)

Issue	Deadline
Fall (Sept)	July 30
Winter (Dec)	October 31
Spring (March)	January 30
Summer (June)	April 30

## Magazine Specifications

Frequency:	Quarterly
Distribution:	5,000
Size:	8.375"W x 10.75"H
Full color	4/4
Premium gloss stock	
Offset lithography	

Ad Sizes (Full color)	inches	column/inches
Full Page	7 x 10	3 x 10
Full Page bleed	see below	
1/2 page (hor)	7 x 4 7/8	3 x 5
1/4 page (hor)	3.5 x 4 7/8	1.5 x 5
Full page bleed		
Trim	8 1/8 x 10 7/8	
Bleed	8 3/8 x 11 1/8	

## Upload to our FTP Server

Our upload server can be easily accessed via our web browser:

Web address: \_\_\_\_\_

Password: \_\_\_\_\_

In order to upload, all fields must be filled out (comments are appreciated).

You will receive a confirmation once we review file. Please call us with any questions.

## ONLY PDFS ARE ACCEPTED

Ads must be sized exactly

Output to be hi-res – 300 dpi

Must be CMYK with Imbedded fonts/images

## NOTE

The FTP site will not accept folders

Name all files with advertiser's name

## REMINDERS

Fonts: All fonts must be included

Color: All files must be CMYK. Any RGB or PMS files will be automatically converted to CMYK and may result in color changes

Images: Image/ad resolutions of 300 dpi

Save B/W images as greyscale

## AD RATES

For .08 per person reached or less, you can target Essex County residents and families four times a year!

Insertion	1Qtr	2Qtrs	3Qtrs	4Qtrs
Full page	\$400*	\$375 per	\$350 per	\$325 per
1/2 page	\$250	\$225 per	\$200 per	\$175 per
1/4 page	\$200	\$175 per	\$150 per	\$125 per
Back 1/2 cover	\$300	\$275 per	\$250 per	\$225 per

\*.08 per person reached

## Make checks payable to:

Department of Parks, Recreation & Cultural Affairs  
115 Clifton Avenue, Newark, NJ 07104

## Questions?

Call Terri Guess Advertising Manager 973-239-2485



**Joseph N. DiVincenzo, Jr.**  
Essex County Executive  
and the Board of  
Chosen Freeholders



**Daniel K. Salvante**  
Director of Parks, Recreation  
and Cultural Affairs

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# SPIRIT OF ESSEX MAGAZINE

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\*.08 per person reached

Make checks payable to **Department of Parks, Recreation & Cultural Affairs**

115 Clifton Avenue, Newark, NJ 07104

Invoice/amount due \$\_\_\_\_\_

Publication(s) [Circle]                      Fall      Winter                      Spring                      Summer

Company name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_

Email address \_\_\_\_\_

Phone \_\_\_\_\_

Sign & Print name \_\_\_\_\_

Date \_\_\_\_\_

Publisher not responsible for errors in advertising beyond the cost of the space in the magazine

Reminder; Please send print-ready (as specified in the media kit) ad to \_\_\_\_\_

Email: \_\_\_\_\_

or follow FTP upload instructions found in media kit

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