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.
ADVERTISING RATES AND SCHEDULE

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall (Sept)</td>
<td>July 30</td>
</tr>
<tr>
<td>Winter (Dec)</td>
<td>October 31</td>
</tr>
<tr>
<td>Spring (March)</td>
<td>January 30</td>
</tr>
<tr>
<td>Summer (June)</td>
<td>April 30</td>
</tr>
</tbody>
</table>

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

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 Sizes (Full color) inches column/inches

<table>
<thead>
<tr>
<th>Ad Sizes (Full color)</th>
<th>inches</th>
<th>column/inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 x 10</td>
<td>3 x 10</td>
</tr>
<tr>
<td>Full Page bleed</td>
<td>see below</td>
<td></td>
</tr>
<tr>
<td>½ page (hor)</td>
<td>7 x 4 7/8</td>
<td>3 x 5</td>
</tr>
<tr>
<td>¼ page (hor)</td>
<td>3.5 x 4 7/8</td>
<td>1.5 x 5</td>
</tr>
</tbody>
</table>

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).

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
½ page $250  $225 per $200 per $175 per
¼ page $200  $175 per $150 per $125 per
Back ½ 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

PUTTING ESSEX COUNTY FIRST
**SPIRIT OF ESSEX MAGAZINE**

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

<table>
<thead>
<tr>
<th>Insertion</th>
<th>One Qtr</th>
<th>2 Qtrs</th>
<th>3 Qtrs</th>
<th>4 Qtrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$400*</td>
<td>$375 per</td>
<td>$350 per</td>
<td>$325 per</td>
</tr>
<tr>
<td>1/2 page (hor)</td>
<td>$250</td>
<td>$225 per</td>
<td>$200 per</td>
<td>$175 per</td>
</tr>
<tr>
<td>1/2 page (hor)</td>
<td>$200</td>
<td>$175 per</td>
<td>$150 per</td>
<td>$125 per</td>
</tr>
<tr>
<td>Back 1/2 cover</td>
<td>$300</td>
<td>$275 per</td>
<td>$250 per</td>
<td>$225 per</td>
</tr>
</tbody>
</table>

* .08 per person reached

Make checks payable to **Department of Parks, Recreation & Cultural Affairs**
115 Clifton Avenue, Newark, NJ 07104
Invoice/amount due $_____________________

<table>
<thead>
<tr>
<th>Publication(s) [Circle]</th>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
</tr>
</thead>
</table>

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

**PUTTING ESSEX COUNTY FIRST**