



# REACHING 58,000 HOMES AND BUSINESSES EACH MONTH

## 2017 Advertising Rates



### **Brecksville Magazine**

Circulation: 6,200

Issue	Deadline	Distribution
January	Dec. 5	Dec. 20
February	Jan. 5	Jan. 20
March	Feb. 3	Feb. 20
April	Mar. 6	Mar. 21
May	Apr. 5	Apr. 20
June	May 5	May 20
July	Jun. 5	Jun. 20
August	Jul. 5	Jul. 20
September	Aug. 4	Aug. 21
October	Sept. 5	Sept. 20
November	Oct. 5	Oct. 20
December	Nov. 6	Nov. 21
January '18	Dec. 5	Dec. 20



### **Broadview Journal**

Circulation: 8,900



### **Independence Today**

Circulation: 4,100



### **Sagamore Voice**

Circulation: 5,100



### **Richfield Times**

Circulation: 3,500



### **Hinckley Record**

Circulation: 3,500



### **Bath Country Journal**

Circulation: 7,000



### **Hudson Life**

Circulation: 9,600



### **Twinsburg Tribune**

Circulation: 10,400

Issue	Deadline	Distribution
January	Dec. 15	Dec. 30
February	Jan. 16	Jan. 31
March	Feb. 15	Mar. 2
April	Mar. 15	Mar. 30
May	Apr. 14	April 29
June	May 15	May 30
July	Jun. 15	Jun. 30
August	Jul. 14	Jul. 29
September	Aug. 15	Aug. 30
October	Sept. 15	Sept. 30
November	Oct. 16	Oct. 31
December	Nov. 15	Nov. 30
January '18	Dec. 15	Dec. 30

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# 2017 ADVERTISING RATES

Independence, Sagamore, Richfield, or Hinckley

Brecksville, Broadview, Bath, Hudson, or Twinsburg

Ad size (width x height)		
2 3/8" x 5" (1/6 page)	\$ 72	\$ 67
2 3/8" x 6"	\$ 84	\$ 78
2 3/8" x 7"	\$ 95	\$ 88
2 3/8" x 8" (1/4 page)	\$ 107	\$ 99
2 3/8" x 10" (1/3 page)	\$ 126	\$ 116
5" x 2.5" (1/6 page)	\$ 72	\$ 67
5" x 3"	\$ 84	\$ 78
5" x 4" (1/4 page)	\$ 107	\$ 99
5" x 5" (1/3 page)	\$ 126	\$ 116
5" x 6"	\$ 151	\$ 139
5" x 7"	\$ 176	\$ 162
5" x 7.5" (1/2 page)	\$ 189	\$ 174
5" x 8"	\$ 194	\$ 178
5" x 10"	\$ 222	\$ 202
7 1/2" x 2"	\$ 84	\$ 78
7 1/2" x 3"	\$ 113	\$ 104
7 1/2" x 4"	\$ 151	\$ 139
7 1/2" x 5" (1/2 page)	\$ 189	\$ 174
7 1/2" x 6"	\$ 209	\$ 191
7 1/2" x 7"	\$ 233	\$ 212
7 1/2" x 8"	\$ 266	\$ 242
7 1/2" x 10" (full page)	\$ 345	\$ 315
Two 7 1/2" x 10" (2 pgs)	\$ 580	\$ 530
<b>Premium Ads</b>		
Page 1	\$ 430	\$ 400
Page 2	\$ 395	\$ 365
Inside Front/Outside Back*	\$ 595	\$ 565
Inside Back*	\$ 525	\$ 490

All prices are for one issue in one magazine \*Cover Prices include cost for full color.

## ART REQUIREMENTS

### Formats:

- Accepted formats: High Res PDF, EPS (Convert fonts to outlines), TIFF, JPEG

### Image Specifications:

- Linked images must be CMYK or Grayscale TIFF.
- Do not use RGB colors for any object.
- Minimum resolution of 300 dpi @ 100% for photos.
- Minimum resolution of 600 dpi for bitmap line art.

### PDF Specifications:

- Embed fonts and images.
- Convert EPS to PDF.
- Do not compress PDF files.
- Use CMYK for full color and eliminate extra spot colors.
- Do not use 4-color black for B/W ad.
- High resolution TIFFs or JPEGs are acceptable but **PDF is preferred**.
- Create the PDF to the exact size of the ad; no white space, crop lines, registration marks, etc.

Any ads submitted in a format other than those mentioned above may be reworked which may result in a different appearance.

## CREATING YOUR AD

We are happy to do all or any part of the art design and typesetting as part of your cost of the ad. However, an additional charge of \$35 may be assessed for late or significant alterations. Proofs cannot be sent for ads received after magazine deadline.

**Advertiser is responsible for reviewing proof prior to proof deadline.**

## COLOR (Price Per Publication)

- Full color: \$45 for less than 1/2 page
- Full color: \$75 for 1/2 page or larger
- Black + 1 Color: \$30 for less than 1/2 page
- Black + 1 Color: \$50 for 1/2 page or larger

## DISCOUNTS

- 12 Months Prepaid: 12%
- 6 Months Prepaid: 8%
- Multi Publication (same ad in same month):
  - 5% for two publications
  - 10% for three
  - 15% for four
  - 20% for five
  - 25% for six or more

Discounts apply toward ad space, not toward color costs. Discounts are not available for supplement ads, expert articles, inserts or service directory listings.

## SUPPLEMENTS

- Each supplement is included in the middle of all magazines:
  - January** - Bridal
  - March** - Senior Living
  - April** - Home Improvement & Gardening
  - May** - Summer Planning
  - August** - Health & Wellness
  - October** - Interior Design & Remodeling
- Supplement ads include a second color at no charge
  - 1/4 page = \$450
  - 1/2 page = \$785
  - full page = \$1195
- Ad deadline is 1st of preceding month.

Themes, pricing and deadlines are subject to change

## FEATURED BUSINESS PROFILE

- Article written exclusively for your business.
- Scriptype writes the contents, takes pictures and designs space. You approve content and design.
- Price = cost of ad - multiple magazine discount + one time processing fee (\$75).

## 'FROM THE EXPERTS' ARTICLE

- Article about specific topic. One article per topic per mag.
- Picture, logo and contact info included.

### Word Count:

- 1/2 page: 300 - 400 words, full page: 850 - 950 words

### Price:

- 1/2 page: \$70 w/paid half page ad or \$170 without
- Full page: \$125 w/paid full page ad or \$310 without

## INSERTS

- 5.5¢ each
- Up to 8.5" x 11"
- Extra cost for additional sheet or heavy stock (>50#).
- Printing and layout available - prices on request.

## SERVICE DIRECTORY

- Prices are for 6 months:
 

1 magazine: \$120 (\$20/mo)	5 mag.: \$450 (\$15/mo/mag)
2 mag.: \$228 (\$19/mo/mag)	6 mag.: \$504 (\$14/mo/mag)
3 mag.: \$324 (\$18/mo/mag)	7 mag.: \$546 (\$13/mo/mag)
4 mag.: \$384 (\$16/mo/mag)	8 mag.: \$576 (\$12/mo/mag)
	9 mag.: \$594 (\$11/mo/mag)

Billed for 6 months then quarterly. Contact Scriptype to remove listing. Limited to 5 lines, 50 characters and spaces per line.

E-mail to: [ads@scriptype.com](mailto:ads@scriptype.com)