

Please join us as an advertiser! Reserve your ad space by filling out the contract on page 2.

Life IN THE Village

2020 ADVERTISING RATES FOR GREENDALE BUSINESSES, RESIDENTS AND CHARITABLE GROUPS

Life in the Village is a community magazine providing useful information about the Village of Greendale, Wis., and offering news and feature stories about the people, places and things that make our community a special place to live, do business and raise a family. This full-color magazine is jointly published three times per year by the Village of Greendale, the Greendale School District and other community stakeholders (Greendale Chamber of Commerce, Entertainment Association, Historical Society, Education Foundation, Park & Recreation, and Lions Club).

Life in the Village is mailed to every household and business in Greendale (approx. 6,800). An overrun of 1,300+ copies is distributed to high-traffic Village racks, realtors and to individual advertisers. Standard 2020 rates PER AD PER ISSUE are shown below. Full-color is provided at no extra cost. **(Advertisers will be sent an invoice payable before publication.)** Decisions on advertising, display and content are subject to policy.

- 1/2-page horiz. ad.....7.5 W x 4.875" H
- 1/2-page vert. ad3.625 W x 9.875" H
- 1/3-page island ad4.917 W x 4.875" H
- 1/4-page ad.....3.625 W x 4.875" H
- 1/6-page ad.....2.33 W x 4.875" H

INSIDE PAGES (COSTS ARE PER AD, PER ISSUE)

1/2-page horiz./vert. ad.....	\$515.....	Non-Greendale rate \$565
1/3-page ad.....	\$425.....	Non-Greendale rate \$475
1/4-page ad.....	\$340.....	Non-Greendale rate \$390
1/6-page ad.....	\$250.....	Non-Greendale rate \$300

PREMIER POSITION: INSIDE FRONT/BACK COVERS AND OUTSIDE BACK COVER

(on space available basis only)

1/2-page\$575 (Greendale entity only)

If you represent a 501(3) organization, please ask about our non-profit discount rates.

Note: We do not offer full-page ad sizes.

SPECIAL DISCOUNT! Reserve for all 3 issues and pay in advance to SAVE 10% (see contract on pg. 2).

All rates are non-commissionable. To reserve your space, please e-mail info@greendalemagazine.com or call Barb at 414.215.7999. You will be sent an invoice before publication payable upon receipt.

2020 DEADLINES (on space available basis):

- Spring publication date February 3 (reservations due by Jan. 6 and ad pdfs due by Jan. 10)
- Summer publication date June 1 (reservations due by May 4 and ad pdfs due by May 8)
- Fall publication date November 2 (reservations due by Oct. 5 and ad pdfs due by Oct. 9)

ACCEPTED MEDIA:

Ads need to be submitted camera-ready via e-mail. Advertisers must submit press-quality PDFs created in CMYK and containing high-resolution (300 dpi) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit.

PLEASE E-MAIL YOUR AD TO info@greendalemagazine.com.

If you need help producing your ad, we are happy to help. CALL BARB AT 414.215.7999 (or email).

Fax or email this form to 414.215.7998 or info@greendalemagazine.com

Life IN THE Village

2020 DISPLAY ADVERTISING AGREEMENT

Advertiser/business name _____

Address _____ Phone _____

City, State, Zip _____

Email _____

I would like to reserve space in the following 2020 issues of "Life in the Village" magazine:

- Spring (February 3) Summer (June 1) Fall/Winter (November 2)
- I would like to reserve ad space in ALL 3 ISSUES and will pay in advance for the whole year to save 10%. (You will be emailed an invoice payable before the first issue prints.)

SIZE OF AD TO BE PLACED (COSTS ARE PER AD, PER ISSUE INSIDE PAGES ONLY)

- 1/2-page horiz./vert. ad.....\$515.....Non-Greendale rate \$565
- 1/3-page ad.....\$425.....Non-Greendale rate \$475
- 1/4-page ad.....\$340.....Non-Greendale rate \$390
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I will supply camera-ready art

I will need help with production of my ad.

PREMIER POSITION: INSIDE FRONT/BACK COVERS AND OUTSIDE BACK COVER (on space available basis only - please call 414.215.7999 to express your interest!)

1/2-page\$575 (Greendale only)

If you represent a 501(3) organization, please ask about our non-profit discount rates.

All ads must be submitted camera-ready. Additional charges at \$60/hour may be assessed for ads requiring special logo design, illustration, photography and in-house production work to conform with publication standards. **Ads will be invoiced PRIOR to each publication, and all invoices are payable UPON RECEIPT.** Invoices not paid within 30 days will be subject to a 1-1/2 % late fee. All ads must be paid in full before an advertiser is allowed to run future ads. **We prefer payment by check – altho will soon be offering credit card payment. Please call to pay by credit card.**

When invoiced, checks should be written to "Life in the Village Magazine" and mailed to Life in the Village Magazine, c/o Greendale Schools, 6815 Southway • Greendale, WI 53129. Decisions on advertising, display and content are subject to policy.

Advertiser signature _____

Print name and title _____

Date _____

TO RESERVE YOUR SPOT, PLEASE FAX THIS FORM TO 414.215.7998 OR EMAIL info@greendalemagazine.com. Questions? Call Barb C. at 414.215.7999.