

# the PEORIAN

Focusing on Peoria's Past, Present and Future News and Features both online and magazine



**ADVERTISING PACKAGE:**

**Schedule:**

2013 Jan\* Feb Mar\* Apr May\* Jun Jul\* Aug Sep\* Oct Nov\* Dec  
 2014 Jan\* Feb Mar\* Apr May\* Jun Jul\* Aug Sep\* Oct Nov\* Dec

\*Months Magazine Publishes

Ad Size/Location: \_\_\_\_\_

URL address for link: \_\_\_\_\_

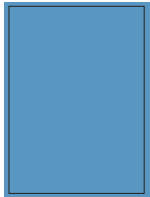
Production Needed (circle one): Yes/No \$\_\_\_\_\_ estimate  
 \$50 per half-hour fee for design/layout.

Start Date: online \_\_\_\_\_ magazine \_\_\_\_\_

Number of Months: \_\_\_\_\_ X Rate: \$\_\_\_\_\_ per month

Total: \$\_\_\_\_\_

URL address for link: \_\_\_\_\_



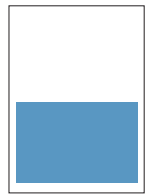
Full-Page Print Ad  
+  
Banner Web Ad  
+  
Square Web Ad

**FILE SUBMISSION**

**Magazine**  
6.75in x 9.25in at 300 dpi PDF  
(6.5in x 9in trim size)

**Web**  
468px x 60px jpg  
300px x 250px jpg

\$500 monthly

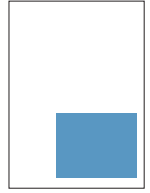


½ Page Horizontal  
Print Ad  
+  
Square Web Ad

**Magazine**  
5.875in x 3.875in at 300 dpi PDF

**Web**  
300px x 250px jpg

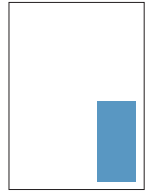
\$300 monthly



2 Column Square  
Print Ad  
+  
Square Web Ad

**Magazine and Web**  
3.875in x 3.25in at 300 dpi PDF  
or  
1163px x 969px jpg

\$200 monthly



½ Page Vertical  
+  
Verical Web Ad

**Magazine and Web**  
1.875in x 4.35in at 300 dpi PDF  
or  
563px x 1293px jpg

\$100 monthly

Back Cover \$300 additional 2 month minimum  
 Inside Front \$200 additional  
 Inside Back \$200 additional

**MAGAZINE AD SPECIFICATIONS**

Reserve Space and Creative Due: 25th every odd number month prior to publication. i.e. July 25 for the September/October issue.

Distribution: 1st of every odd number month.

Electronic ads must be sent to [ads@ThePeorian.com](mailto:ads@ThePeorian.com)  
 The Peorian Magazine is published electronically. All ads must be provided in the correct size and format. Accepted file formats are JPG, EPS or PDF (preferred) with a minimum resolution of 300dpi for print and 72dpi for web. All imported artwork, logos, photographs must be included and must be process separation (4-color) CMYK, no spot colors. All fonts must be embedded, included or outlined. The Peorian can provide ad design and layout for \$50 per half-hour. Contact [sales@ThePeorian.com](mailto:sales@ThePeorian.com) for details.

**CONTRACT:**

We agree to the following commitment to The Peorian published and produced by AdCo Advertising Agency, Inc. during the period specified and to pay for this advertising according to the current rate schedule.

Payment due within 30 days of invoice. Cancellations are not accepted beyond the space reservation closing date.

We also agree that we have read and understand all conditions and agreements listed on the rate card and advertiser's guide.

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

Telephone/Fax: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Advertiser/Client: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

The Peorian Rep: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_