

the PEORIAN

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



ADVERTISING PACKAGE:

Schedule:

2013 Spring (Feb.* Mar. Apr.)	Summer (May* June, July)
Fall (Aug.* Sept. Oct.)	Winter (Nov.* Dec. Jan.)
2014 Spring (Feb.* Mar. Apr.)	Summer (May* June, July)
Fall (Aug.* Sept. Oct.)	Winter (Nov.* Dec. Jan.)

*Months Magazine Publishes

Ad Size/Location: _____

URL address for link: _____

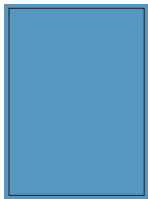
Production Needed (circle one): Yes/No \$_____ estimate
\$50 per half-hour fee for design/layout.

Start Date: online _____ magazine _____

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

Total: \$_____

URL address for link: _____



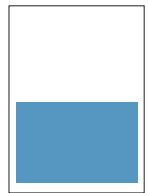
Full-Page Print Ad
+
Banner Web Ad
+
Square Web Ad

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

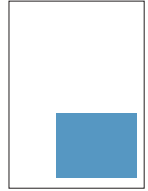


½ Page Horizontal
Print Ad
+
Square Web Ad

Magazine
5.875in x 3.875in at 300 dpi PDF

Web
300px x 250px jpg

\$300 monthly

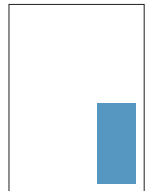


2 Column Square
Print Ad
+
Square Web Ad

Magazine and Web
3.875in x 3.875in at 300 dpi PDF

Web
300px x 250px jpg

\$200 monthly



½ Page Vertical
+
Vertical Web Ad

Magazine and Web
1.875in x 4.35in at 300 dpi PDF

Web
144px x 331px jpg

\$100 monthly

Back Cover \$300 additional
Inside Front \$200 additional
Inside Back \$200 additional

3 month minimum
preferred

AD SPECIFICATIONS

Reserve Space and Creative Due: 1st of every month prior to publication. i.e. July 1 for the Fall issue.

Distribution: ongoing and 1st week of every season.

Web ads may be submitted any time with a 3 day posting window.

Electronic ads must be sent to 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 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: _____