

the PEORIAN

Focusing on Peoria's past, present and future.

It's a: Bimonthly Digital and Print Magazine

Weekly Television Program

Online Community with News and Features

The Peorian of the Year Award



For More Information Contact:
ads@ThePeorian.com

Nov/2011

Television Ad Rates

\$300/weekly Sponsorship minimum 6 weeks.

The Peorian TV program will be broadcast in a widescreen 16x9 (HD) format. Provided ads should conform to this format. Standard Definition (SD) 4:3 ads will be pillarboxed (vertical black bars).

Format	Filetypes	Aspect Ratio	Frames/Second
SD (NTSC)	AVI, MOV, MPG	4:3	29.97
HD 720P (NTSC)	AVI, MOV, MPG	16:9	29.97

Reserve Space & Creative Due: 13 days prior to ad running.
Files can be uploaded to our FTP site.

Magazine Ad Rates: (Printed & Online)

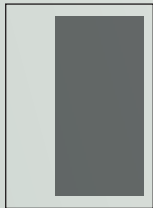
Ad Sizes	W x H (inches)			
Trim size	6.5 x 9	6x	3x	1x
Full-page bleed	6.75 x 9.25	\$1300	\$1325	\$1360
2 column vertical	3.875 x 7.875	\$875	\$900	\$935
1 column vertical	1.875 x 7.875	\$400	\$425	\$460
½ page horizontal	5.875 x 3.875	\$775	\$800	\$835
2 column square	3.875 x 3.875	\$400	\$425	\$460
¼ page vertical	1.875 x 3.875	\$250	\$255	\$260
¼ page horizontal	3.875 x 1.875	\$250	\$255	\$260

Back Cover \$500 additional
Inside Front \$400 additional
Inside Back \$400 additional

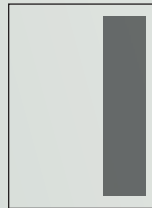
Special Features - call for availability and pricing
Wrap | Snipe | Insert | Sleeve | Double Cover



Full-Page bleed
6.75 x 9.25



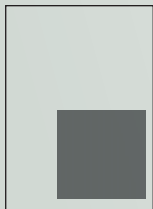
2 column vert.
3.875 x 7.875



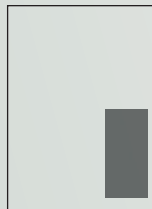
1 column vert.
1.875 x 7.875



½ page horizontal
5.875 x 3.875



2 column square
3.875 x 3.875



¼ page vertical
1.875 x 3.875



¼ page horizontal
3.875 x 1.875

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.

*note January/February issue due November 18. If the due date lands on a weekend the due date will be the Friday prior.

Distribution: 1st of every odd number month.

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. All fonts must be embedded, included or outlined. The Peorian can provide ad design and layout for \$50 per half-hour. Contact ads@ThePeorian.com for details.

Website Ad Rates:

	Homepage	Interior
Leaderboard	\$300/mo.	\$200/mo.
Ad 1	\$300/mo.	\$200/mo.
Ad 2	\$200/mo.	\$100/mo.
Footer	\$200/mo.	\$100/mo.

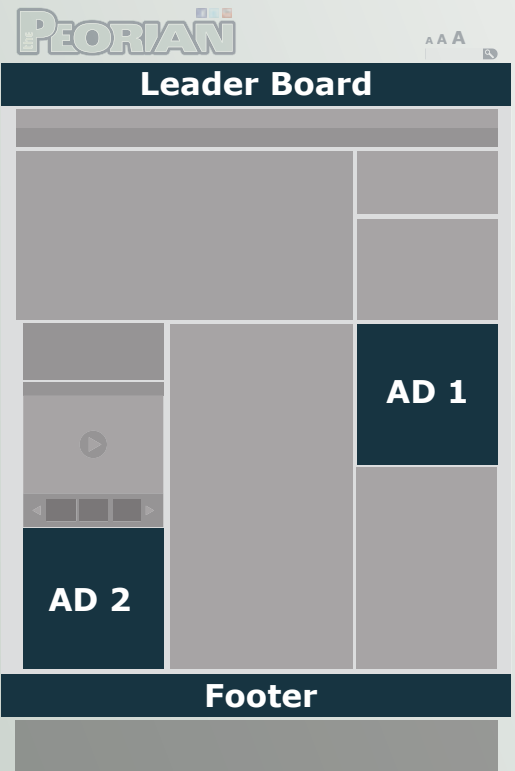
Combos		
(Leader + Ad1)	\$500/mo.	\$350/mo.
(Footer + Ad2)	\$300/mo.	\$150/mo.

Ad Sizes	W x H (pixels)
Leaderboard	728 x 90
Footer	728 x 90
Ad1 & 2	250 x 250

Website Review Pages Sponsorship:

Leaderboard	\$200/mo. or \$2,200/yr.
	728 px x 90 px

Movies, Books, Student Stories, Restaurant



Website Ad Specifications

Reserve Space & Creative Due: 25th of the month
Live: 1st of the month

Advertising Package:

Magazine Issue Schedule:

2012 Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec

2013 Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec

Number of Issues: _____ X Rate: \$ _____ per issue

Total: \$ _____

Ad Size/Location: _____

URL address for link: _____

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

Special Instructions (if any):

Web Ad Schedule:

Start Date: _____

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

Total: \$ _____

Ad Location: _____

URL address for link: _____

Website Review Sponsorship Schedule:

Start Date: _____

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

Total: \$ _____

Review Section: _____

Television Schedule:

Start Date: _____

Title of :30 Commercial _____

Number of Weeks: _____ X Rate: \$ _____ per week
(minimum 6 weeks)

Total: \$ _____

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: _____

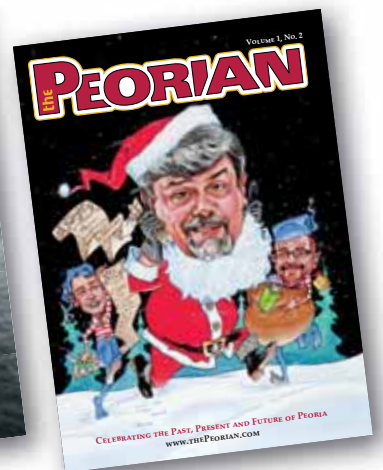
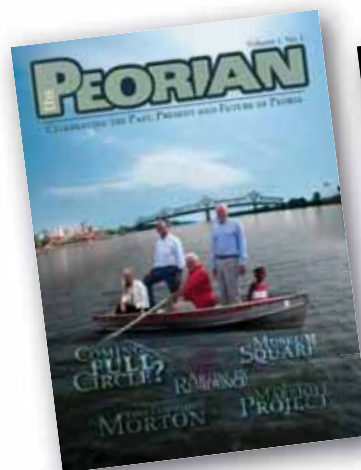
Printed Name: _____

Date: _____

The Peorian Representative: _____

Printed Name: _____

Date: _____



the PEORIAN

OUR VISION

To create a lively and energetic new magazine highlighting the past, present and future in a way no local publication has done before. The Peorian strives to showcase engaging, insightful stories and features that speak to everyday people, while taking a unique angle and fresh perspective.

OUR MISSION

The mission of The Peorian is to celebrate every aspect of this great community, from those that built it to those that are ensuring there will be a strong future.

WHAT IS THE PEORIAN?

The Peorian is the only local magazine that focuses on Peoria's past, present and future. We are not an issues-based publication – our focus is on the local scene and lives of the people who are or have been a part of it. While it will be published six times a year, the Peorian Online will be updated on a daily and weekly basis. The website will allow readers to comment on stories, interact with other readers and get the latest updates.

Along with the print and online publication, a weekly half-hour TV show will be produced and aired on WHOI on Sunday mornings at 8am. The show will be hosted by Paul Gordon and include one-on-one interviews with Peorians who are involved in the past, present and future of this great city. Extended interviews which can't be featured on the show because of time constraints will be featured on the website, along with additional interviews and videos.

WHY PICK THE PEORIAN?

It's the only local magazine focusing on the past, present and future of Peoria. It features well-known local writers, with a built-in fan base, as well as up-and-coming creative writers. With the online component, it will be a resource that readers/users will visit on a weekly, if not daily, basis. It provides interesting, entertaining and engaging content.

**For More Information Contact:
ads@ThePeorian.com**

The Peorian is published and produced by AdCo Advertising Agency, Inc.
1302 W. Pioneer Parkway | Peoria, IL 61615
Ph: 309.692.7880 | Fx: 309.692.9925
www.ThePeorian.com



Sponsor of The Peorian

What you get:

- Full Page Ad in Magazine - Every issue for a year (6 issues)
- Weekly Promotional TV spot during program (52)
- Homepage Web ads (12 months)
- Recognition as Preferred Partner
- 10 tickets (1 table) to The Peorian of the Year Award Luncheon with special sponsor seating
- Inclusion in all Peorian Award promotional materials
- Meet and Greet with Keynote Speaker
- Exclusive magazine sponsor of The Peorian of the Year articles
- Exclusive web sponsor of The Peorian

Value of \$39,460

Cost: \$17,000

Timeline for The Peorian of the Year

End of January

After nominations are collected, finalists are chosen

February

Finalists are contacted, interviewed and name non-profit
A video is produced

March/April

Finalist revealed everywhere
Voting begins via website

April

The winner is announced at Luncheon
\$10,000 awarded to the non-profit

May

Winner & non-profit is highlighted in *The Peorian*

Advertiser/Client: _____

The Peorian Representative: _____

Printed Name: _____

Printed Name: _____

Date: _____

Date: _____