



Irvine Senior CONNECTION

Advertising Information

The *Irvine Senior Connection* is a bi-monthly newsletter tailored to adults age 50 and older residing in Irvine. Advertising in *Irvine Senior Connection* is a unique opportunity to reach a growing audience that is as diverse in their activities as they are in their cultural background.

The goal of the *Irvine Senior Connection* is to provide a comprehensive resource guide for adults seeking information on cultural, recreational, and health and human services in Irvine. All advertisements in *Irvine Senior Connection* must further support this goal and be geared toward adults age 50 and older.

QUANTITY AND DISTRIBUTION

The City of Irvine produces and distributes 3,500 copies of *Irvine Senior Connection* bi-monthly.

Distribution methods include:

- Distribution at Lakeview and Rancho senior centers and Trabuco Center.
- Direct mail to paid subscribers.
- Delivery to Irvine senior living facilities.
- Distribution at Irvine City Hall, Irvine community parks, and senior and community events
- Posting online at irvineseniors.org/senior-connection.



AD SIZES & COSTS

All ads are in full color and billed on a per issue basis.

SIZE	COST
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Full Page [6.875" x 9.8125"]	\$574
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1/2 Page Horizontal [6.875" x 4.83"]	\$310
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1/2 Page Vertical [3.3125" x 9.8125"]	\$310
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1/4 Page Vertical [3.3125" x 4.83"]	\$173
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1/8 Page Horizontal [3.5" x 2.83"]	\$ 112
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OTHER COSTS

Preferred Position (based on availability)	Add 10%
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Ad Design Fee (one hour minimum)	\$75/hr
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2020 ADVERTISING DEADLINES

Ads will be accepted on a first-come, first-served basis based on space availability. Priority will be given to those who advertise in all six issues. Following are dates for which ads must be submitted.

ISSUE	DUE DATE
January/February 2020	October 18, 2019
March/April 2020	December 12, 2019
May/June 2020	February 13, 2020
July/August 2020	April 14, 2020
September/October 2020	June 18, 2020
November/December 2020	August 19, 2020

DIGITAL REQUIREMENTS

MEDIA SUBMISSION

- Only digital files accepted
- By email (smaller files in EPS, Ai or PDF formats)
- For files larger than 4 MB, compress to zip files

FORMAT AND COLOR

- TIFF, EPS, JPEG or PDF
- CMYK Color
- 300 dpi

ARTWORK: IMAGES AND FONTS

- Artwork should be print ready and fit to size with recommended .125" bleed.
- For working files submitted, package completely.
- Supply or embed original images.
- Use True Type or Open Type fonts.
- For Illustrator, InDesign, and Photoshop, fonts should be converted to outlines or type rasterized.
- For PDF files, all fonts must be embedded.

ADVERTISING CONTENT: Advertisements must be relevant to the Irvine senior community, and not contrary or detrimental to the City mission, organizational values, image, or interests. City reserves the right to refuse any advertisement that promotes tobacco, alcohol, pornography, obscenity, messages of a political or religious nature or connotation, weapons, or for any other reason. In supplying artwork and/or fonts, you represent that you own, have permission, or a commercial license to use the same.

INTERESTED IN ADVERTISING: Complete the *Irvine Senior Connection* Interest Form at irvineseniors.org/advertising-irvine-senior-connection. Once your form is submitted, your application will be reviewed and you will be contacted by City staff.

CONTACT US

We look forward to working with you!

Kristen Reid

949-724-6817

kreid@cityofirvine.org