

IRVINE CONNECTION

For Older Adults



AUDIENCE

The *Irvine Connection for Older Adults* is a quarterly newsletter tailored to adults ages 50 and older residing in Irvine. Advertising in *Irvine Connection for Older Adults* 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 Connection for Older Adults* 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 Connection for Older Adults* must further support this goal and be geared toward adults ages 50 and older.

QUANTITY & DISTRIBUTION

The City of Irvine produces and distributes 3,750 copies of *Irvine Connection for Older Adults* quarterly.

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.
- Digital edition online at irvineseniors.org/connection.

GET STARTED

Complete the *Irvine Connection for Older Adults* Interest Form at cityofirvine.org/senior-services/advertising. Once your form is submitted, your application will be reviewed and you will be contacted by City staff.

We look forward to working with you! For questions or more information, please call Kristen Jefferson at 949-724-6817 or email kjefferson@cityofirvine.org.

2024–25 ADVERTISING DEADLINES

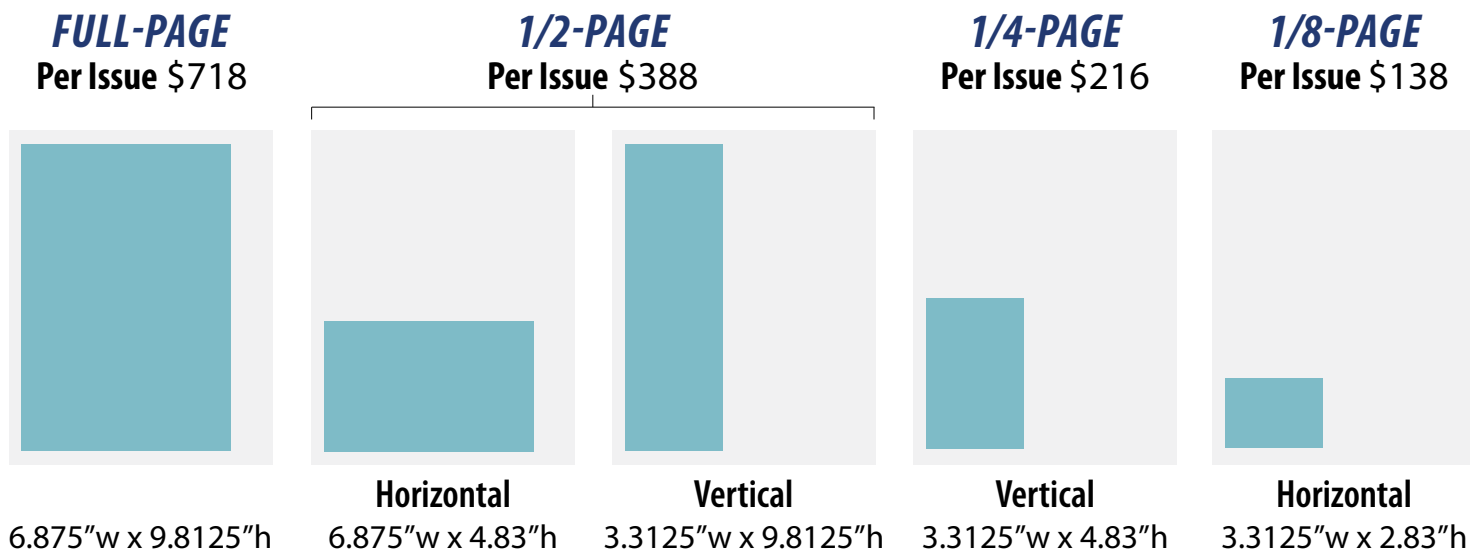
Ads will be accepted on a first-come, first-served basis based on space availability. Priority will be given to those who advertise in all four issues. Ads must be submitted by the dates outlined below.

EDITORIAL CALENDAR

	AD DUE	ISSUE RELEASED
Fall 2024	7/2/24	8/8/24
Winter 2024–25	10/1/24	11/7/24
Spring 2025	12/17/24	2/6/25
Summer 2025	4/1/25	5/8/25

cityofirvine.org/senior-services/advertising

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



ADDITIONAL SERVICES

Custom Ad Creation \$132 per hour
Editing Existing Ads \$66 per hour
Preferred Position 10% of cost
(Based on availability)

Design services must be requested 4 weeks prior to the artwork due date noted in the Editorial Calendar listed. Customers are responsible for additional costs, such as the purchasing of specific fonts, photos, etc. Prices subject to change.

ARTWORK REQUIREMENTS Get started at cityofirvine.org/senior-services/advertising.

SUBMITTING YOUR ARTWORK

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

FILE FORMATS ACCEPTED

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

INCLUDE IMAGES & FONTS

- 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.
- If submitting working files, package completely.

PERMITTED ADVERTISING CONTENT

Advertisements must be relevant to the Irvine older adult community, and not contrary or detrimental to the City mission, organizational values, image, or interests. The 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. Content promoting products for medical or medicinal use is not permitted. In supplying artwork and/or fonts, you represent that you own, have permission, or a commercial license to use the same.

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