

# About Town

Official Magazine of the City of Edina



## ADVERTISING SPECIFICATIONS

**About Town** is printed four times each year in a 2 color, (black plus seasonal color) format. It is printed sheetfed on uncoated stock at 150 lpi.

**All advertising must be submitted as follows;**

**Formats:** Provide ads in B/W or 2 color using black and the following seasonal metallic spot color. In order to print correctly your file needs to be set up and named as follows:

Issue	Color Name
Winter (Blue)	Pantone 8483 C
Spring (Green)	Pantone 8723 C
Summer (Raspberry)	Pantone 8843 C
Autumn (Orange)	Pantone 8923 C

Note: CMYK colors cannot be accepted.

**Preferred file format:** InDesign 5.0/lower, Quark 6.0/lower or Illustrator EPS with fonts outlined. Include all linked files, supporting EPS and Tiff images, screen and printer fonts.

**PDFs:** We accept PDF files if created as a high quality print PDF. The PDF must be spot color using the seasonal color names listed above.

If you are placing your ad in multiple issues, you will need to supply a new PDF for each issue to match the seasonal color change unless you also include the native files. If you send native files with your PDF we will be able to change the seasonal color for you at no additional charge.

**Note:** Please mail or fax a hard copy of your ad (regardless of format) in addition to sending your electronic files so we can determine whether or not fonts are printing correctly. We cannot accept responsibility for incorrectly printed ads if the hard copy does not accompany the file.

**Media:** CD or DVD. Disk needs to be clear of all other files.

**Unacceptable File Formats:** Corel Draw, Microsoft Word, Microsoft Publisher, Microsoft PowerPoint and Pagemaker.

**Production Charges:** Advertising submitted in other than electronic format will be subject to a production charge. Production charges will also be billed for alterations requested on material received. Creative services bills out at \$85/hour with a minimum charge of \$100.00.

**SEND MATERIALS TO:**

Marty Doll  
City of Edina  
4801 West 50th Street  
Edina, MN 55424  
952-826-0396

Or e-mail your materials to:  
EdinaAds@ci.edina.mn.us

**City of Edina  
About Town  
AD SIZES**  
(Actual Page Size)

Marty Doll  
EdinaAds@ci.edina.mn.us  
952-826-0396



**Full Page Ad**

7.5" w X 7.5" h

No Bleeds

**Advertising Rates for all sizes**

**Full page** 1x: \$1,450 4x: \$1,300/issue

**1/2 page** 1x: \$795 4x: \$715/issue

**1/4 page** 1x: \$425 4x: \$380/issue

**1/8 page** 1x: \$225 4x: \$200/issue

**1/2 Page Ad**

7.5" w X 3.625" h

← (horizontal 1/2 page ad - see bold dotted line)

**1/4 Page Ad**

3.625" w X 3.625" h

**1/8 Page Ad**

3.625" w X 1.75" h