



magazine advertising guidelines

Published quarterly by the City of Glendale, **my community** magazine features activities and information from the departments of Parks, Recreation and Library Services; Code Enforcement; Community Partnerships and the Community Action Program. Featured are hundreds of Glendale parks and recreation programs, activities and classes for a variety of interest levels and ages including information on the Glendale Adult Center and Foothills Recreation & Aquatics Center. The library section features information on the daily activities, special programs and events at all three of Glendale's libraries along with the city's arts program. The Code Enforcement and Community Action Program sections provide the public valuable information about Glendale. The Community Partnerships section features revitalization and housing information, along with community classes and volunteering opportunities. The magazine features a bright, attractive, eye-catching glossy cover and is distributed free of charge.

circulation

- **Approximately 19,000+ direct mail.** Magazines are direct mailed to Glendale Parks & Recreation registered program participants and those who have requested a subscription. (Mailings are to a specific person, not "current resident.")
- **Over 3,500 e-mailed.**
- **Approximately 10,000 distributed throughout Glendale.** Distribution locations include Glendale Public Libraries, Glendale City Hall, Glendale Visitor Center, Glendale Adult Center (3,000+ members), Foothills Recreation & Aquatics Center (15,000+ visits/month) and more.
- The magazine, including advertisements, is online and available to view and download at **GlendaleAZ.com/ParksAndRecreation**. (650+ downloads/month)

City of Glendale demographics

Total Population: 249,455

Households: 80,943 / Average Household Size: 3.06

with families: **56,881 / with children under 18: 29,149**

Median Age: 31.9 / Median Household Income: \$52,447

Sex:	Male 50 %	Female 50 %
Age:	Under 5 8.9 %	35-54 27.2 %
	5-14 15.5 %	55-64 9.8 %
	15-19 7.7 %	65+ 8.2 %
	20-34 22.8 %	

2005-09 American Community Survey, U.S. Census

advertising policies

A current contract is required for each ad placed. Ads must be submitted camera ready with typesetting, layout and artwork completed at advertiser's expense. Ads must be submitted to the Glendale Parks and Recreation Department office by the publication deadline (see publication schedule at right). All copy and artwork must be approved by the City of Glendale prior to publication. The City reserves the right to reject any advertisement and will not publish advertisements that advocate or imply discrimination against any person because of race, religion, national origin, disability or sex. The City of Glendale will not accept any political, offensive, pornographic, cigarette/tobacco or alcohol advertising or sexually suggestive photos. The City of Glendale shall have sole discretion in the placement and location of all advertising. Attempts will be made to accommodate requested locations. The brochure shall contain a disclaimer stating: "NOTE: Advertising contained herein does not constitute an endorsement by City of Glendale or its staff." No refunds will be issued once the magazine has been received by the printer (generally 30 days prior to magazine mailing).

ad submittal essentials

RATES Per Issue 4-Issues*

Black and white, INSIDE pages

1/4 page	\$175	\$650
1/2 page	\$300	\$1100
1 page	\$500	\$1800

Color, COVER pages

1/2 page	\$450	\$1650
1 page	\$800	\$2950
Back page	\$875	\$3200

* 4-issue contract must be signed with a commitment to advertise in four consecutive issues.

AD DIMENSIONS Width x Length

1 page	7" x 9.125"
1/2 page (vertical)	3.375" x 9.125"
1/2 page (horizontal)	7" x 4.4375"
1/4 page (vertical)	3.375" x 4.4375"
1/4 page (horizontal)	7" x 2.125"
Back Page	7" x 6.75"

All ads must be submitted camera ready with typesetting, layout and artwork provided by the advertiser. Ads not submitted in compatible formats, as noted below, will incur typesetting charges at the rate of \$80 per hour. Ads are accepted electronically or on CD in the following formats: press optimized PDF, EPS, Illustrator or Photoshop. EPS and Illustrator files must have fonts as outlines. The files may be e-mailed to mstrunk@glendaleaz.com, or a CD forwarded to Marcheta Strunk, 5850 W. Glendale Ave., Glendale, AZ., 85301.

publication schedule

WINTER 2012 (December-March)
Distribution begins December 2, 2011
- **Ad due October 21**

SPRING 2012 (March-May)
Distribution begins February 24, 2012
- **Ad due January 6**

SUMMER 2012 (May-August)
Distribution begins April 27, 2012
- **Ad due March 14**

AUTUMN 2012 (August-December)
Distribution begins July 27, 2012
- **Ad due June 15**

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▶ **to place your ad** or for more information, contact Marcheta Strunk 623.930.2822 / fax 623.931.9651 mstrunk@glendaleaz.com