

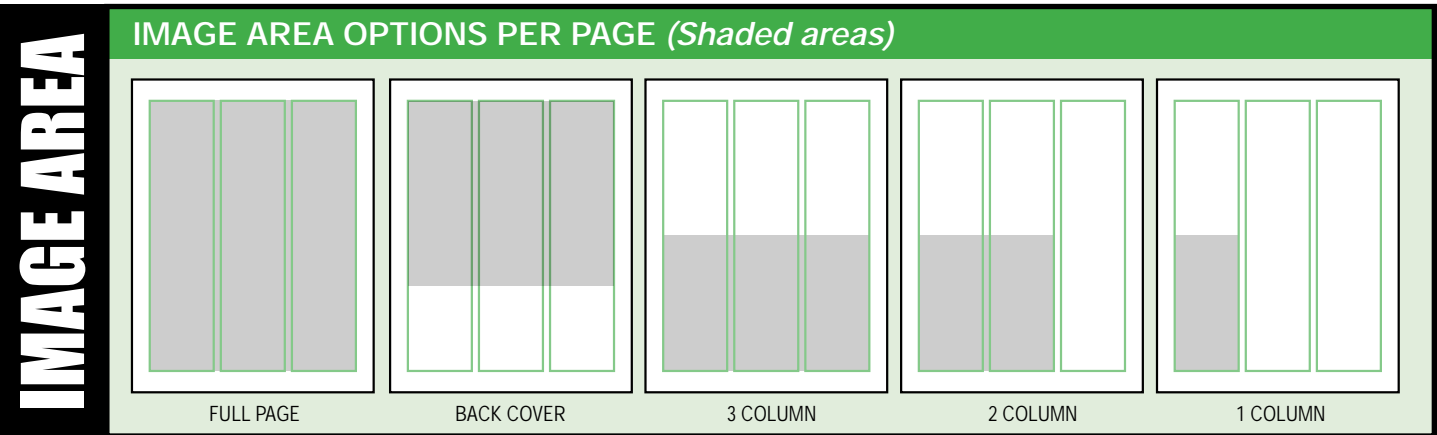
# Everett Parks and Recreation ADVERTISING OPTIONS FOR THE GUIDE



Reach your target audience with us! More than 68,000 active women and men, seniors and kids, singles and families receive the Everett Parks and Recreation Guide each quarter. They're searching for something to do, see and try. Why shouldn't your business be the answer? We're now accepting advertising for the winter, spring, summer & fall Recreation Guides.



| AD SIZES & RATES | BLACK & WHITE INTERIOR PAGES |                 |            | COLOR PAGES          |                  |            |
|------------------|------------------------------|-----------------|------------|----------------------|------------------|------------|
|                  | PAGE SIZE                    | RATE            | IMAGE AREA | PAGE SIZE            | RATE             | IMAGE AREA |
|                  | FULL PAGE . . . . .          | \$700 . . . . . | 7 ¼ X 9 ½  | BACK COVER . . . . . | \$1,800. . . . . | 7 ¼ X 6 ½  |
|                  | 3 COLUMN . . . . .           | \$400 . . . . . | 7 ¼ X 4 ¾  | FULL PAGE . . . . .  | \$1,200. . . . . | 7 ¼ X 9 ½  |
|                  | 2 COLUMN . . . . .           | \$300 . . . . . | 4 ¾ X 4 ¾  | 3 COLUMN . . . . .   | \$700 . . . . .  | 7 ¼ X 4 ¾  |
|                  | 1 COLUMN . . . . .           | \$175 . . . . . | 2 ¼ X 4 ¾  | 2 COLUMN . . . . .   | \$400 . . . . .  | 4 ¾ X 4 ¾  |
|                  |                              |                 |            | 1 COLUMN . . . . .   | \$225 . . . . .  | 2 ¼ X 4 ¾  |



| ART SPECS | DIGITAL ART GUIDELINES  |  |
|-----------|---|--|
|           | <p>Guidelines are designed to ensure that your advertising will be published accurately and with optimal reproduction quality.</p> <ul style="list-style-type: none"> <li>Art should be supplied in a digital format and sized for your chosen ad's <i>image area</i>, with a minimum resolution of 300 dpi.</li> <li>All placed images or links need to be "embedded" in the file and at least 300 dpi.</li> <li>All fonts should be converted to outlines (curves or paths).</li> <li>All layers should be flattened.</li> <li>Acceptable file formats: High resolution PDF, JPEG or EPS.</li> <li>Art for color ads needs to be in CMYK process format. Pantone colors and spot colors must be converted to CMYK.</li> </ul> | <p><b>ART SUBMISSIONS:</b> E-mail ads to <a href="mailto:sdipietro@ci.everett.wa.us">sdipietro@ci.everett.wa.us</a> or deliver electronic files on disk to 2130 Colby Avenue, Everett, WA 98201.</p> <p>For questions regarding artwork for ads please call Susan Dipietro at 425-257-6306.</p> <p>Ads are accepted on a "space available" basis as the advertising will be restricted to no more than 10% of the overall space. Selected placement within the quarterly Guide cannot be guaranteed. Advertisements cannot compete with City-sponsored programs/events.</p> <p>For more information on rates or to schedule an ad placement, contact Jeff Price at 425-257-7314.</p> |