CITY OF MEDFORD

PROGRAM GUIDE
AD RATE/SPEC SHEET

PLAYMEDFORD.COM

ISSUES & DEADLINES	SPACE RESERVATION	PAYMENT DUE	PRINT/MAIL DATES
WINTER/SPRING January-April	November 15	December 7	December 15-30
SUMMER May-August	March 15	April 7	April 15-30
FALL September-December	July 15	August 7	August 15-30

ABOUT THE MEDFORD PARKS & RECREATION PROGRAM GUIDE

The businesses that advertise help make our programs possible. Published three times a year, the Parks & Recreation Program Guide is direct-mailed to over 42,000 households with additional copies distributed at all Medford Parks and Recreation facilities, Medford Public Schools, the Medford Chamber of Commerce, the Medford Public Library and other public institutions in Jackson County. *The publication can also be viewed online at playmedford.com.*

Ad Submission: Please create full color ads in CMYK at 300 dpi. Submit electronically in PDF file format to: ***sandi.sherman@cityofmedford.org***

RECEIVE A 25% DISCOUNT FOR ANNUAL SPONSORSHIPS!

INSIDE COVER				SPECS
	Color	Color Annual		
	1x	3 Issues	Per Issue	W x H
Full Page	$1,500	$3,375	$1,125	7.5" x 9.5"
1/2 Page	$750	$1,688	$563	3.5" x 9.5"
1/4 Page	$375	$844	$281	3.5" x 4.5"
1/8 Page	$188	$422	$141	3.5" x 2.25"
BACK COVER				
Full Page	$1,800	$4,050	$1,350	7.5" x 8.5"
INSIDE PAGES				
Full Page	$1,125	$2,531	$844	7.5" x 9.5"
1/2 Page V	$563	$1,266	$422	3.5" x 9.5"
1/2 Page H	$563	$1,266	$422	7.5" x 4.5"
1/4 Page	$281	$633	$211	3.5" x 4.5"
1/8 Page	$141	$316	$105	3.5" x 2.25"

Design Services: Prices are for camera ready artwork. If you need help with design we can put you in touch with our design services provider.

To place an ad or to sponsor a program, contact Sandi Sherman at 541-774- 2405 or sandi.sherman@cityofmedford.org

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PROGRAM GUIDE AD AGREEMENT (CONTINUED)

ADVERTISER INFORMATION

Advertising Business Name _____

Contact Name _____

Business Address _____

City/State/Zip _____

Phone/Fax _____

Email _____

Agent _____

AD INFORMATION (CHECK ALL THAT APPLY)

Issue: Winter/Spring ____ Summer ____ Fall ____ Annual Sponsorship (All 3) ____

Ad Size & Placement:

Inside Front Cover: *(Check for availability)* Full ____ 1/2 Page V ____ 1/2 Page H ____ 1/4 Page ____ 1/8 page ____

Back Cover: *(Check for availability)* Full ____

Inside Pages: *(Placement at our discretion)* Full ____ 1/2 Page V ____ 1/2 Page H ____ 1/4 Page ____ 1/8 page ____

Length of placement: From *(Date)* _____ To *(Date)* _____

COST* (SEE PRICE CHART ON OTHER SIDE)

Total amount: _____

Advertiser Contact Signature _____ Date _____

Send this completed form to:

Sandi Sherman | Medford Parks and Recreation | 701 N Columbus Avenue, Medford, OR 97501
Phone: 541-774- 2405 | Fax: 541-774-2560 | sandi.sherman@cityofmedford.org

Please make checks payable to Medford Parks & Recreation Department.

OFFICE USE ONLY

Date Submitted: _____ Ad Fee Paid/Check No.: _____

Date Ad Received: _____ Ad Approved: Yes _____ No _____

If not approved, reason: _____