

# Now Open to Advertisers!

An excellent way for your business to support Medford Parks and Recreation!



*What an Audience!* The **COMMUNITY CONNECTION** is Medford Parks and Recreation's main venue for distributing information to people of all ages in the community. It includes after-school programs, special events, swim programs, enrichment classes, facility rentals and park reservations, concerts and movies, sports leagues and lessons, summer camps and holiday happenings, maps and more.

- Over 120,000 Community Connection Programs & Services Guides are distributed annually, over 40,000 each issue!
- Each seasonal issue covers four months of programs & events for an exceptional shelf life!
- Direct-mail access to every household and business in Medford and more.
- Recreation program participation has increased over 40% since the Community Connection was developed in 2004. It works!

To accommodate advertising, the publication has expanded to 40 pages. The additional 8 pages of glossy stock are reserved for covers and display ads to ensure optimal print quality for ad presentation.

*Ad spaces & sizes are limited! Reserve your ad today!!*



## MEDIA KIT

### Circulation & Audience

The Community Connection is the department's main venue for distributing information to the Medford community, listing adult and youth activities offered by the Parks & Recreation Department and its partners. Each issue is unique to the season and includes information about after-school programs, special events, swim programs, enrichment classes, facility rentals, park reservations, concerts, sports leagues, summer camps and holiday happenings, as well as parks and facility maps.

The Community Connection now provides an excellent way for your business to support Parks and Recreation. By advertising your business in the Guide, you will help generate additional programming support funds needed to keep our registration fees at an affordable level for participants in all socioeconomic groups.

- Over 120,000 Community Connection Programs & Services Guides are printed and distributed each year.
- Recreation program participation has increased over 40% since the Community Connection was developed and mailed, direct evidence of readership and effective presentation.

The Guide is produced three times a year and contains information pertaining to every demographic group: toddlers, youth, teenagers, adults and 'active adults' (over 50). With each printing, over 24,000 of the guides are direct mailed to every residential and business address within the 97501 and 97504 mailing codes. An additional 16,000 guides are hand-delivered to libraries, schools, city facilities and area agencies for each of the three annual mailings.

### Benefits of Advertising in the Community Connection

The publication has been expanded from 32 pages to 40 pages to accommodate advertising. The additional 8 pages of glossy stock is reserved for covers and display ads to provide optimal print quality for ad presentation.

- Each issue covers four months of programs, resulting in an exceptional publication shelf life. It is used and reused by readers, giving patrons repeated exposure to your message.
- Direct-mail access to every household in Medford—more complete coverage of Medford than the Mail Tribune.
- Department mailing lists are generated from class registrations and subscription requests. Although lists are not available to purchase, an ad placed in the Community Connection will get your company name and message out to this select group.
- Every issue of the Community Connection is posted on the City of Medford's website as a PDF. Advertisers will also have the opportunity to drive traffic to their website or e-mail address by electing to have their ad serve as a hyperlink to the URL of their choice.

### Advertising Manager

The City of Medford has retained the services of Gwen Speicher, dba Gwen's Graphic Solutions to design the Community Connection since its inception in 2004. The scope of those responsibilities has expanded to include the implementation and management of all aspects of display advertising in the publication, from sales, billing and payment processing to ad design. Please contact Gwen Speicher directly for all your advertising questions and needs.

Gwen Speicher



A handwritten signature in blue ink that reads 'Gwen Speicher'.

Gwen's Graphic Solutions  
Community Connection Advertising Manager  
graphicsolutions@charter.net  
541-621-3494

Brian Sjothun



A handwritten signature in black ink that reads 'Brian Sjothun'.

Director  
Medford Parks & Recreation  
Brian.Sjothun@ci.medford.or.us  
541-774-2400

# Rates & Deadlines

AD SIZE	PRICE		Multiple Insertions
	Frequency		
<b>Black &amp; White</b>	<b>1X</b>	<b>3X<sup>1</sup></b>	
1/4 Page	\$375.00	\$337.50	1. 10% Off each insertion. Advertiser must contract for three insertions in one calendar year. Ads are not required to be identical except in size. Placement may vary from issue to issue.
1/2 Page	\$565.00	\$590.40	
1/1 Page	\$750.00	\$675.00	
<b>Full Color (4C)<sup>2</sup></b>	<b>1X</b>	<b>3X<sup>1</sup></b>	
1/4 Page	\$475.00	\$427.50	2. Prices are for full color ads only. Separate pricing for two or three color ads is not offered.
1/2 Page	\$665.00	\$598.50	
1/1 Page	\$850.00	\$765.00	
<b>Covers (includes full color)</b>	<b>1X</b>	<b>3X<sup>3</sup></b>	
Inside Front 1/1 Page	\$935.00	\$841.50	3. 10% Off each insertion. Must contract for three insertions in one calendar year. Ads are not required to be identical except in size. Placement stays the same each issue.
Back Cover 1/1 Page	\$935.00	\$841.50	
Back Cover 1/2 Page	\$731.50	\$658.35	
Back Cover 1/4 Page	\$522.50	\$470.25	

## Web Hyperlinks

Online hyperlinks from your ad in the PDF version of the Community Connection to your website or e-mail address are available for an additional 10% of the price of your ad.

## Discounts

Discounts for multiple insertions are detailed in the table above.

## 2006—2007 Issue Deadlines

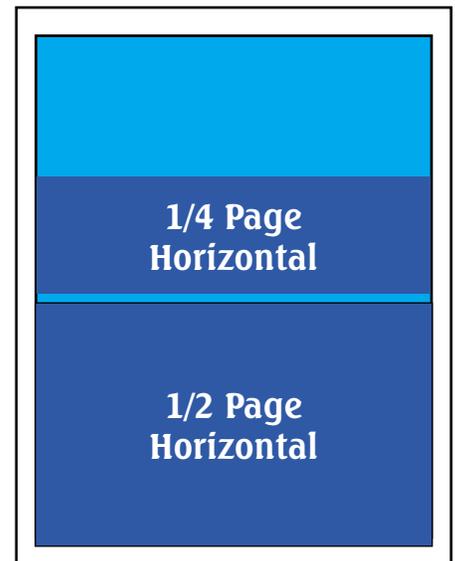
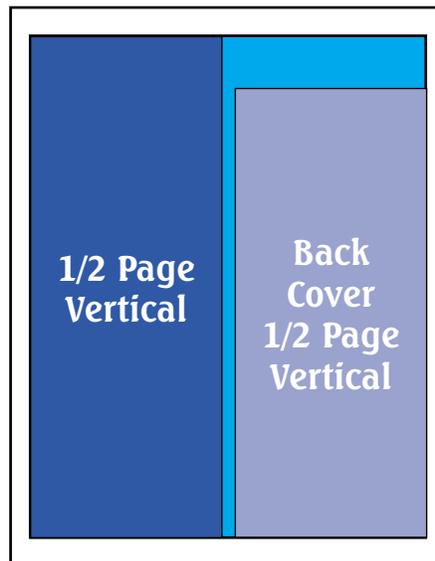
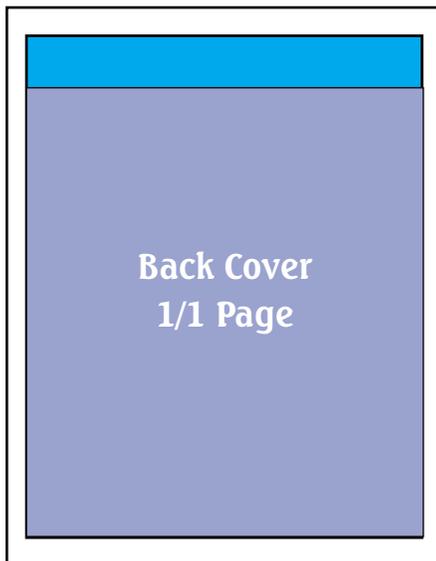
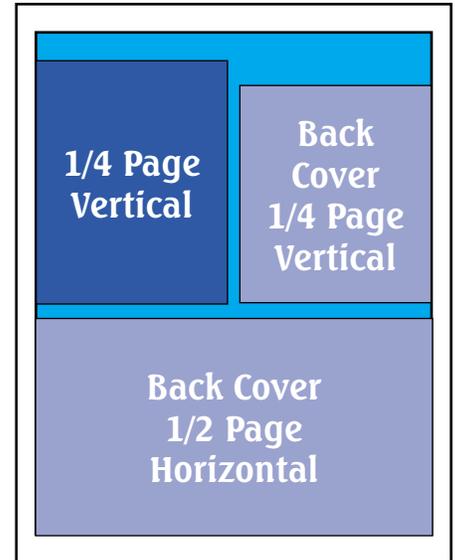
ISSUE	RESERVATION & AD SUBMISSION	PAYMENT DEADLINE	PRINT/MAIL DATE RANGE
Summer 2006	March 27	April 3	April 17—29
Autumn 2006	July 28	August 3	August 17—31
Winter-Spring 2007	November 28	December 5	December 19—30

## Payment

Ad space reservations must be paid two weeks before printing. Due to the limited amount of ad space in each issue, space may be resold if payment has not been received by the deadline specified above. Invoices and payments are processed through Gwen's Graphic Solutions; please make checks payable to Gwen's Graphic Solutions. Credit/debit card payments can be made through PayPal.com. Send payments to graphicsolutions@charter.net, or call Gwen at 621-3494 for more information.

# Specifications & Files

DIMENSIONS					
AD SIZE		Inches		Millimeters	
		Width	x Height	Width	x Height
1/4 Page	Vertical	3.6875	x 4.6875	94	x 119
	Horizontal	7.6250	x 2.2500	194	x 57
1/2 Page	Vertical	3.6875	x 9.6250	94	x 245
	Horizontal	7.6250	x 4.6875	194	x 119
1/1 Page	Vertical	7.6250	x 9.6250	194	x 245
Back Cover 1/1 Page	Vertical	7.6250	x 8.6250	194	x 219
Back Cover 1/2 Page	Horizontal	7.6250	x 4.1875	194	x 106
	Vertical	3.6875	x 8.6250	94	x 219
Back Cover 1/4 Page	Vertical	3.6875	x 4.1875	94	x 106



## Submission Options

Camera-ready artwork, materials for ad creation or digital files on disk can be mailed or delivered to:

Gwen Speicher  
Gwen's Graphic Solutions  
138 N Third Street  
Ashland, OR 97520

**OR**

Attn.: Gwen's Graphic Solutions  
Medford Parks & Recreation Office  
411 West 8th Street, Room 225 (City Hall)  
Medford, OR 97501

Digital files can be e-mailed to Gwen Speicher at [graphicsolutions@charter.net](mailto:graphicsolutions@charter.net)

Please include a subject line of: *MPRD-CC Ad "Your Business Name"*

# Specifications & Files

## Digital Ad Design Services

Gwen's Graphic Solutions can create the layout for your ad. It will be built in the same computer environment in which the entire publication is created, ensuring that your ad specifications are exactly as required. Just provide your ad concept, text and any art you'd like to include and we'll take care of the rest.

- Simple ads consisting of text and images that you provide by are designed **FREE OF CHARGE.**
- More complex ads in which art must be created or provided by the designer will be billed at a flat, nominal fee according to the table at right.
- Ad proofs are provided for approval via e-mail in PDF format. Please allow at least three weeks prior to print deadlines (see previous page) for ad creation.
- Color ads can be converted to black & white **FREE OF CHARGE.**
- Ads designed in black & white can be converted to full color at 50% off regular color design fees, if the art file is available in an editable digital format.
- Ads designed with seasonal or sale content can be usually edited for future issues at 50% off regular design fees.

Community Connection 2006 Ad Design Fees	
AD SIZE	FEE
Black & White	
1/4 Page	\$25
1/2 Page	\$40
1/1 Page	\$55
Full Color (4C)	
1/4 Page	\$35
1/2 Page	\$55
1/1 Page	\$75

## Digital Files

### Sending Digital Files to Gwen's Graphic Solutions

#### Mac v.s. PC Files

Gwen's Graphic Solutions works on a PC platform. There are many acceptable file formats in which you can submit your ad for the Community Connection. Below are descriptions of some graphic design programs, file formats, and other important variables to take into consideration as you prepare your ad.

#### Adobe Acrobat PDF files

Our preference for digital submission is Adobe Acrobat's Portable Document Format (PDF). This format is a blessing when it comes to transferring files across operating systems and design programs. Many programs offer PDF as a save-as or print-as option. Please save PDF files as CMYK color at 300 dpi resolution and embed all fonts. The common "PDF-1Xa" preset provides appropriate image quality and format, or contact us for specific settings.

#### Adobe InDesign

Gwen's Graphic Solutions uses InDesign version CS as the page layout program for the Community Connection, and can therefore accept ads created directly in this application. Be sure to include all placed art and fonts—the "Package" function makes this process convenient and thorough. Also, please delete all style presets so name conflicts don't override your designs when your ad is integrated into the final publication layout. Even if InDesign is your preferred design application, you may wish to submit your ad as a PDF for the sake of simplicity.

#### Adobe Illustrator

Gwen's Graphic Solutions frequently uses Illustrator version 10 to create a great deal of the artwork in the Community Connec-

tion. Ads created in Illustrator can be submitted in their native format or as an Illustrator PDF or EPS. Just be sure to embed all fonts or convert text to outlines, and set the document up for CMYK color mode from the start.

#### Adobe Photoshop

Ads created in Adobe Photoshop are acceptable. Although not the easiest program in which to design ads, Photoshop files are one of the most fail-safe in terms of translation from Mac to PC. It's not necessary to include fonts if you "flatten" the file before sending. Doing so will, however, render the text uneditable on our end, so proofread carefully. All Photoshop-built ads should be designed at 300 pixels per inch, using CMYK (or grayscale) color format. Ads built in Photoshop can also be saved in EPS, TIFF, or JPG file formats as described below.

#### QuarkXPress

Although QuarkXPress is rarely used by Gwen's Graphic Solutions, we are still able to accept QuarkXPress documents for conversion to InDesign. However, certain incompatibilities make this conversion unreliable. If you are using XPress to design your ad, the best solution is to save it as an EPS or PDF as described above.

#### Other page layout programs for PC

There are many quality design applications like Adobe Pagemaker, Macromedia Freehand, and Corel Draw in which you can create your ad. Even applications like Microsoft Word or PowerPoint can be used to create acceptable ad layouts. Ads designed in these programs should not be submitted in their native file format. Rath-

er, it is preferred to save the final ad in a standard file format, which we can then place into our InDesign layout. PDF, EPS, TIFF and JPG file formats are all acceptable. PDF files are our preferred and are discussed above. Below are some important specifics for the other file types.

### **EPS**

The Encapsulated Postscript File format, like PDFs, has the advantage of keeping postscript art and fonts as smooth outlines rather than pixels, resulting in nice clean printing. Bit-mapped art should be 300 dpi. Please specify CMYK as the color format, and embed all fonts. If given the choice, we prefer Postscript level 2, 8 bit TIFF, and binary data encoding. Do not include halftone screen, transfer function, color management, or image interpolation.

### **TIFF**

The Tagged Image File (TIFF or TIF) is a quality, cross-platform bit-mapped file format. These files can be large because all data is bit-mapped. Please spec as 300 dpi, CMYK color, with a PC byte order, LZW image compression, and no layers.

### **JPEG**

The benefit of JPEG (or JPG) files is their small size, making them easy to transfer via e-mail. JPEG files use color compression to reduce file size. We suggest not using very much compression (JPEG high) to maintain the image quality necessary for printing. Please be sure to create your JPEGs at 300 pixels per inch with the ad at full size. Also, be sure to use the CMYK color format.

### **Fonts**

Do not assume that we have particular fonts, even those that you consider standard or common. If you send us your ad in a native page layout file format (InDesign, Illustrator, Freehand, or Photoshop), you must also send all fonts. Remember to include fonts used in EPS graphics placed in the layout. We prefer Postscript and require both screen and printer versions. OpenType and TrueType fonts are acceptable as well. In programs like Freehand and Illustrator, you can convert fonts to paths (outlines) instead of sending the font to us. However, we won't be able to make text changes on our end. The complexity of font management is one of the reasons that we prefer PDF or EPS file formats. Just be sure to embed all fonts when you create these files. TIFF and JPEG files are bit-mapped and don't require fonts.

### **Art files used in your ad**

Please define your art files as CMYK or grayscale. Do not use RGB colors or spot colors under any circumstance—often the imagesetter cannot consistently convert them. Beware of spot colors creeping into designs from placed logos and other graphics.

When color correcting images, allow for 15-20 percent dot gain in the midtones. Use 300 dpi resolution—less resolution reduces print quality, while more resolution creates unnecessarily large

file sizes. One-bit images of up to 1,200 ppi are allowable. Save art as EPS or TIFF for use in your ad. Please do not place GIF files into page layout programs. When you save EPS or TIFF files out of Photoshop, please do not use screens or transfer functions (see Photoshop above). Art used within an ad layout must be sent along with the ad file to which it is linked. Art can also be embedded within the ad layout, but this increases file size. To keep file sizes manageable, please do not resize photos and graphics after they are placed into page layout program or move art inside of its window. Instead, crop or modify the art in the program that created it then place at 100%.

### **Questions?**

Contact Gwen Speicher at 541-621-3494 or e-mail [graphicsolutions@charter.net](mailto:graphicsolutions@charter.net).