

Matters

M A G A Z I N E

ADVERTISING DESIGN SPECIFICATIONS

Matters Magazine publishes in print six (6) times a year. Additionally ***Matters Magazine*** is available online at the same time it prints and mails. ***More Matters*** publishes six (6) times a year the months inbetween ***Matters Magazine***. Check our website for exact publishing dates.

Display Advertising

Ads are purchased according to the Current rate schedule. *Matters Magazine* will design your ad to your needs and desires for a reasonable charge. If special artwork or photography is requested we will quote these additional costs prior to publication. Purchasing an annual contract is the best way to insure cost effective consumer awareness. All rates are net, PER ISSUE. Art and design charges will be quoted additionally. We do not provide our ads for insertion to other publications. All rates are subject to change. A premium charge may exist for special placement or unique sizes. *Matters Magazine* reserves the right to limit advertising in certain categories to reflect reader interest. Additionally *Matters Magazine* will use discretion in determining advertising that is not in keeping with the publications objectives.

Submitting Digital Ads

Ad may come via e-mail as a PDF file or may be sent to our offices on CD or Flash files or uploaded to our DROP BOX (call for instructions). We can accept TIFF, JPEG, GIF files but prefer PDF and all must be to exact ad size specifications listed on our pricing chart. Any camera ready ads that do not comply with these requirements will be subject to conversion and/or design fees, and may not be accepted. All ads are to be 4 - color CMYK, not RGB. Black should be created as black and not as 4-color. When designing your ads all color photos should be scanned at 300 dpi. All line copy ads should be 1200 dpi.

Insertions

For “not-for-profit” organizations looking to reach all the households in our area this is an ideal advertising option. The organization may provide their own printed piece to be inserted into *Matters Magazine*, or we will obtain price quotes for us to prepare and print your insert. Call for more information.

Local Matters

We accept, on a limited basis, press release information from service and “not for profit” institutions up to 100 words. We reserve the right and will edit the copy. A photo may be submitted. There is no fee but also no guarantee of submission, and no proofs will be provided. Submission can be found on our website or you may e-mail joanne@mattersmagazine.com or drop it off to our offices.

Please call us with any questions about producing your ad.
973-763-4900 OR e-mail us at karenmatters@verizon.net