

# Matters

M A G A Z I N E

## 2024 RATE CARD & CALENDAR

ISSUE	PUBLISHED	RESERVATIONS	MATERIALS
Winter	January 26, 2024	1/5/24	1/12/24
Hearth & Home	March 8, 2024	2/16/24	2/23/24
Spring	April 26, 2024	4/5/24	4/12/24
Summer	June 14, 2024	5/24/24	5/31/24
School	August 16, 2024	7/26/24	8/2/24
Fall	October 11, 2024	9/20/24	9/27/24
Holiday	November 29, 2024	11/8/24	11/15/24

**Full Page  
Non-bleed  
(interior pages):  
9.5" wide x 12" high**

**BLEED Pages  
are not permitted**

**Business  
Card 3.5"  
wide x 2" high**

**1/3 Page  
Vertical:  
4.675"  
wide  
x  
8.5" high**

**1/2 Page  
Vertical:  
4.675"  
wide  
x  
11.6"  
high**

**1/4 Page  
Vertical:  
4.675"  
wide  
x  
5.625"  
high**

**1/8 Page  
Horizontal:  
4.675" wide  
x 2.75" high**

**1/2 Page  
Horizontal:  
9.5" wide  
x  
5.625" high**

SIZE/CONTRACT	SINGLE ISSUE	3 OR MORE ISSUES	NONPROFIT*
Business Card	\$245	\$220	\$195
1/8 Page	\$500	\$450	\$400
1/4 Page	\$660	\$595	\$525
1/3 Page	\$875	\$785	\$700
1/2 Page	\$1125	\$1000	\$900
Full Page	\$1970	\$1775	\$1575
IFC/IBC Page	\$2100	\$1890	NA
Back Cover	\$2150	\$1935	NA
Insert	\$1575	\$1575	\$1575

\*Organizations must have legitimate nonprofit or charitable status.

# ADVERTISING DESIGN SPECIFICATIONS

## Display Advertising

An advertiser may purchase an ad according to the *Matters Magazine* rate schedule. Purchasing an annual contract is the best way to ensure cost-effective consumer awareness. All rates are net, PER ISSUE.

If needed, *Matters Magazine* can design your ad for a reasonable charge. We will quote special artwork or photography separately. We do not provide our ads for insertion to other publications. *Matters Magazine* reserves the right to limit advertising in certain categories to reflect reader interest. Additionally, *Matters Magazine* will use discretion in determining when an advertisement is not in keeping with the publication's objectives.

## Submitting Digital Ads

An ad should be submitted as a PDF file via email, digital transfer or a link to a cloud service such as Dropbox or Google drive. We can accept TIFF, JPEG or PNG files but prefer PDF. Ads must be to exact ad size specifications listed on our rate card **with NO crop marks. Bleed ads are not permitted.** Any ads that do not comply with these requirements will be subject to conversion and/or design fees, and may not be accepted. Please note that black should be created as black and not as 4-color, all color photos should be at a 300 dpi resolution, and line copy ads should be 1200 dpi.

## Downloading Ads Created in Canva

When downloading ad from the "share" button, select PDF print as the file type and CMYK for color profile. This will help ensure that the highest resolution file is produced with color that is as accurate as possible.

## Local Matters

On a limited basis, we accept community event listings with accompanying photos from service and nonprofit institutions. We reserve the right to edit the copy. There is no fee but also no guarantee of inclusion, and no proofs will be provided. Submission information can be found on our website under the LOCAL MATTERS tab or you may e-mail [rosemary@mattersmagazine.com](mailto:rosemary@mattersmagazine.com).

## Questions?

Please contact us with any questions about producing your ad at 973-763-4900 or [ellen@mattersmagazine.com](mailto:ellen@mattersmagazine.com).