

Matters

M A G A Z I N E

2018 RATE CARD & CALENDAR

ISSUE	PUBLISHED	RESERVATIONS	MATERIALS
Winter	January 29, 2018	1/5/18	1/12/18
Home & Garden	March 12, 2018	2/16/18	2/23/18
Spring	May 7, 2018	4/13/18	4/20/18
Summer	June 18, 2018	5/25/18	6/1/18
School	August 13, 2018	7/20/18	7/27/18
Fall	October 9, 2018	9/14/18	9/21/18
Holiday	November 26, 2018	11/2/18	11/9/18

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

**Bleed
11.5" x 14" keeping
all LIVE material and
type inside
9.5" x 12"**

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

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

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

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

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

**1/4 Page:
Bottom Column:
9 1/2" wide x 2" high**

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

**1/4 Page
Column:
2.25"
wide
x
11.6" high**

SIZE/CONTRACT	SINGLE ISSUE	3 OR MORE ISSUES	NONPROFIT*
Business Card	\$235	\$220	\$185
1/8 Page	\$475	\$415	\$345
1/4 Page	\$630	\$575	\$475
1/3 Page	\$835	\$750	\$645
1/2 Page	\$1075	\$985	\$845
Full Page	\$1875	\$1665	\$1500
IFC/IBC Page	\$1995	\$1765	NA
Back Cover	\$2050	\$1850	NA

*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. A premium charge may be added for special placement or unique sizes.

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

Ads should be submitted as a PDF file via e-mail or Dropbox. We can accept TIFF, JPEG, GIF files but prefer PDF. Ads must be to exact ad size specifications listed on our rate card **with NO crop marks**. 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 scanned at 300 dpi, and line copy ads should be 1200 dpi.

Local Matters

On a limited basis, we accept press release information, up to 100 words, 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 tab LOCAL MATTERS or you may e-mail joannemattersmagazine@gmail.com.

Questions?

Please contact us with any questions about producing your ad at 973-763-4900 or ellencdonker@gmail.com.