



2008/09 MEDIA KIT

# DEXTER

## Ionia County Magazine

*"Delivering Ionia County's Dynamic Best"*

### **Five Reasons to Advertise in Dexter: Ionia County Magazine**

- Dexter Magazine advertisements don't disappear before your eyes. A magazine ad can put a message, a coupon, an offer, a recipe right in a prospect's hands to be re-read, saved, clipped, mailed or acted on.
- Dexter Magazine is savored and shared. Kept close at hand for an extended time and articles are discussed with others who then also view the magazine.
- An ad placed with Dexter: Ionia County Magazine is typically viewed up to 3 times by one customer – a number that sets your business in the customers mind and helps with branding. Visibility is everything!
- Unlike coupon fliers which are quickly tossed in the trash, our magazine readers spend an average of 55 minutes reading each issue and pass along their magazine - to 2.6 people.
- City and regional magazine readers keep their magazines on the coffee table for at least two months and look forward to each new issue.

*\* figures provided by City & Regional Magazine Association.*

Phone: 616-527-4933 | Email: [sales@IoniaCountyMagazine.com](mailto:sales@IoniaCountyMagazine.com)

Dexter: Ionia County Magazine | 1915 Belleview Drive | Ionia, Michigan 48846

[www.IoniaCountyMagazine.com](http://www.IoniaCountyMagazine.com)

A Publication of Penzer Press, LLC

## Editorial Mission

**Dexter: Ionia County Magazine** is a bi-monthly (every other month) colorful, glossy magazine powered by information and insights from the community of Ionia County. Dexter Magazine is a FREE periodical, published by Penzer Press, LLC, and is first in its class for providing a dynamic information source for Ionia County. With a trendy layout, features, and design, the magazine is positioned as a business highlight, lifestyle and community forum magazine.

The magazine draws upon the talents of Ionia County and Michigan residents who offer their take on the vibrant culture of our community.

Dexter Magazine provides local consumers with business highlights, reviews of local merchants and artists, profiles of local icons, discusses civic, political and social issues, guides readers to entertainment, style, food, travel, real estate and other opportunities. In short, Dexter: Ionia County Magazine delivers Ionia County's dynamic best!

## Features

Select monthly features are planned to reflect the seasonality of subject. Each issue is designed to include a variety of topics that appeal to broad reader interest for the community of Ionia County.

## Columns and Departments

Dexter Magazine's departments highlight topical areas that build the identity of the magazine's audience and complement its Ionia County focused features.

## Special Formatted Advertising Section

Special formatted advertising sections and consumer guides give the advertiser an additional opportunity to highlight their business apart from other advertisements within the pages of the magazine and guide consumers to specific seasonal sales and specials.

## Editorial Calendar

(subject to change without notice based on events scheduled in Ionia County)

Jan/Feb Ad Deadline: Dec 15.	<b>Ionian Bridal Show and Winter Events</b> <b>Highlights: Local Business/Area Artists</b> Formatted Ad Sections: Wedding/Engagement
Mar/Apr Ad Deadline: Feb 15.	<b>Spring Events/Travel</b> <b>Highlights: Business/Area Artists</b> Formatted Ad Sections: TBA
May/June Ad Deadline: Apr 15	<b>Summer Events</b> <b>Highlights: Local Business/Area Artists</b> Formatted Ad Sections: Real Estate Guide Golf Guide
Jul/Aug Ad Deadline: Jun 15	<b>Ionian FREE Fair</b> <b>Highlights: Business/Area Artists</b> Formatted Ad Sections: Ionian FREE Fair Supporters
Sep/Oct Ad Deadline: Aug 15	<b>Autumn Events</b> <b>Highlights: Business/Area Artists</b> Formatted Ad Sections: TBA

## Our Market

Dexter Magazine has a local market in Ionia County. Adult residents ages of Ionia County are the prime target. This market is made up of individuals and households who:

- Have a sincere interest in all aspects of their community.
- Seek information about local civic, political and social issues.
- Seek guidance on how to spend their precious time and money well.
- Want quality consumption and support local businesses.

## Circulation

Dexter Magazine has a print circulation base of 6000 copies per issue and a reader-per-copy figure of 2 resulting in print circulation of 12,000. Every issue of Dexter Magazine is also available for free download online at our website ([www.ioniacountymagazine.com](http://www.ioniacountymagazine.com)). Both formats result in a circulation base that exceeds 15,500 per issue.

## Distribution

Copies of Dexter Magazine are distributed in Ionia County at key drop-off points in the cities, towns, and villages of Ionia County including; Ionia, Belding, Saranac, Portland, Lake Odessa, Hubbardston, Clarksville and Muir/Lyons. Drop-off points include, stores, cafes, salons, libraries, Chamber of Commerce offices, Ionia County Courthouse and a variety of business locations throughout Ionia County. Dexter Magazine is also available by subscription for \$16.00 per year (six issues) and available online in PDF format.

# RATE CARD AND SPECIFICATIONS

To Advertise in Dexter: Ionia County Magazine call 616-527-4933 or email sales@ioniacountymagazine.com

## ADVERTISING RATES (PER AD)

BLACK & WHITE	1-2X	3-4X	5-6X
Full Page	\$700	\$600	\$460
1/2 Page	\$375	\$300	\$250
1/4 Page	\$198	\$158	\$128
1/8 Page (Business Card)	\$ 99	\$ 79	\$ 59
1/16 Page (Value)	\$ 49	\$ 39	\$ 29
Column Sponsor	\$150	\$125	\$105
Business Billboard (Editorial)	\$300	\$300	\$300

AD SIZES (INCHES)*	Width	Depth
Full Page	7.50	10.00
1/2 Page (H)	7.50	4.83
1/2 Page (V)	3.58	10.00
1/4 Page	3.58	4.83
1/8 Page (H or V)	2.00	3.75
1/16 Page (Value)	1.70	2.00
Column Sponsor	3.58	3.00

\*We reserve the right to adjust ad sizes slightly to accommodate commercial printing needs.

\*\*Wed Ads: Price Quote is Per Month. Web sizes are in accordance with IAB Standards.

## ADDITIONAL FEES: COLOR , SPECIAL PLACEMENT

Two Color.....\$ 70  
 Three Color.....\$130  
 Four Color.....\$190  
 Back Cover.....20% additional  
 Inside Front/Inside Back Cover.....15% additional  
 Fixed Position.....10% additional

**FREQUENCY DISCOUNTS** are based on the number of insertions within a 12-month (6 issue) contract year. To qualify for billing at a frequency discount, advertisers must execute a signed contract. Otherwise, billing will be at the one-time rate. If a contract is not fulfilled for the frequency specified in the contract, they will be liable only for the amount of a short-rate, i.e. the difference between the rate at which they were billed and the rate actually earned. Advertiser can earn a higher frequency discount on additional insertions above their contract rate if they reach the next higher frequency level during their contract year. The advertiser agrees to these terms when signing the Contract.

**PAYMENT TERMS** for new accounts payment is due in advance for the first insertion. If reserving multiple issues, payment is due by the closing date for each subsequent issue and will be invoiced to you on the first day of the closing date month.

**CLOSING DATES** for ad placement, materials and editorials (Business Billboard) is: Aug 15 (Sep Issue), Oct 15 (Nov Issue), Dec 15 (Jan Issue), Feb 15 (March Issue), Apr 15 (May Issue) and Jun 15 (Jul Issue). Editorials are published as space allows and is subject to Editor's approval.

## OTHER SIZE REQUIREMENTS

Magazine trim size is 8.5 x 11 deep with 1/8 inch bleed

**COLUMN SPONSOR:** Your advertisement is the only advertisement on the page with one of our regular columns of your choice. (Limited Space Available)

**BUSINESS BILLBOARD:** 250-300 word editorial advertisement with one photo. Size is approximately 2/3 of a page. (Limited Space Available)

## SUPPLY ADS ON DISK (OR VIA EMAIL)

**MEDIA:** 3.5" floppy, USB 2.0 portable drive, CD, High Resolution PDF or email.

**FORMAT:** PC only

**PROGRAMS USED:** Creative Suite CS2, InDesign, PhotoShop, Illustrator, Word, Works.

When supplying materials on disk: Proofs are required. ALL fonts used must be supplied (both printer and screen fonts)

**PHOTOS/BITMAP IMAGES:** Must be saved at 300 dpi or greater at or above 100% of size used within the document.

**EDITORIAL ON DISK:** Must be supplied in PC format Word/ Works (please check to see if we can convert your file for you if needed). A hardcopy of the file is required to ensure accurate translation.

**AGENCY COMMISSIONS** 15% to recognized advertising agencies if artwork is supplied to our specifications, ad is placed by the agency, and payment is received within 30 days of invoice date. No commission on color charges.

**PROTECTIVE CLAUSE:** Advertisers and their agencies assume liability for all content including text, representation, and illustrations in advertisement printed. They also assume responsibility for claims arising therefrom the publisher. The publisher reserves the right to reject any advertisement not in keeping with publication standards.

# Dexter: Ionia County Magazine Advertising Space Reservation Form

A PENZER PRESS PUBLICATION

1915 BELLEVIEW DRIVE

IONIA, MICHIGAN 48846

(616) 527-4933

Company/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Agreement is made this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, by and between Dexter Magazine and Penzer Press, LLC and \_\_\_\_\_ (Advertiser) for purchase of advertising space in Dexter Magazine's bi-monthly publication. As the authorized representative of the Advertiser, **I hereby agree on its behalf to purchase advertising in Dexter Magazine, in accordance with the terms specified below with payment terms as outlined on the Rate Sheet.** It is hereby agreed between the parties as follows:

1) The advertisement is to be published in accordance with the following specifications:

	Full Page	1/2 Page	1/4 Page	1/8 Page	Sponsor	Value
Black & White	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Black & Publisher Color	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Three Color	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Four Color	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside Front Cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	--	--
Inside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	--	--
Outside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	--	--
Special Placement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	included	<input type="checkbox"/>

2) The advertisement is to be inserted in the following issues(s) for a total of \_\_\_\_\_ insertions beginning with the \_\_\_\_\_ issue:

Jan/Feb 20\_\_\_\_  Mar/Apr 20\_\_\_\_  May/June 20\_\_\_\_  Jul/Aug 20\_\_\_\_  Sep/Oct 20\_\_\_\_  Nov/Dec 20\_\_\_\_

Jan/Feb 20\_\_\_\_  Mar/Apr 20\_\_\_\_  May/June 20\_\_\_\_  Jul/Aug 20\_\_\_\_  Sep/Oct 20\_\_\_\_  Nov/Dec 20\_\_\_\_

3) Advertiser will pay to Dexter Magazine \$\_\_\_\_\_ for each ad insertion for a total contract cost of \$\_\_\_\_\_ for the contract year. If reserving multiple issues, payment is due by the closing date for each subsequent issue and will be invoiced to the Advertiser on the 1st day of the closing date month (prior to publication).

Payment/Ad Placement Comments: \_\_\_\_\_

4) Dexter Magazine gives no assurance for ad location (unless Advertiser pays for special placement) but will make every attempt to place the ad in the best possible location for benefit of the advertiser and the betterment of the publication. Cover (front/back) advertisement is on a first com/first serve basis. Web advertising prices are charged at a "per month" rate.

5) **Signature of the Advertiser indicates they have read the Rate Card and Frequency Guidelines and also agree to the terms outlined there, including frequency guidelines and cancellation policies.**

**SIGNED**

\_\_\_\_\_  
Authorized Advertising Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Dexter Sales Representative

\_\_\_\_\_  
Date