



CITY OF OAK PARK

DEPARTMENT OF COMMUNICATIONS & PUBLIC INFORMATION

Mayor
Marian McClellan
Mayor Pro Tem
Caroline Burns
Council Members
Kiesha Speech
Solomon Radner
Ken Rich
City Manager
Erik Tungate

City Magazine Advertising Rate Contract

	Ad Type	Specs	Price*	
<p style="text-align: center;">Oak Park City Magazine/Recreation Brochure</p> <p>▪ DESCRIPTION ▪ City Magazine/Recreation Brochure that contains City announcements, departmental updates, news, events, services and programs.</p> <p>▪ FREQUENCY ▪ Quarterly</p> <p>▪ DISTRIBUTION ▪ <u>Mailing</u> Quarterly Circulation (Approx. 16,000, includes 13,495 households and businesses, no P.O. boxes)</p> <p><u>Online</u> City Website Recreation Page City Website Publication Archives Community eBlast Mentions (Approx. 1,800 p/eBlast)</p> <p>▪ AUDIENCE ▪ Potential, current and new Oak Park residents, public officials, local businesses, Recreation Program participants, surrounding communities, community partners, and City employees</p>	Advertisement, Camera-Ready Art	<p>Full Page/Full Color Ad 8" width x 10.5" height</p> <p>Half Page/Full Color Ad 4" width x 10.5" height 8" width x 5.25" height</p> <p>Quarter Page/Full Color Ad 4" width x 5.25" height 8" width x 2.50" height</p> <p>One-Eighth Page/Full Color Ad 2" width x 5.25" height 4" width x 2.50" height</p>	<p style="text-align: right;">\$600 (1 issue/1 quarter) \$1,100 (2 issues/2 quarters) \$1,600 (3 issues/3 quarters) \$2,000 (4 issues/4 quarters)</p> <p style="text-align: right;">\$300 (1 issue/One Quarter Year) \$550 (2 issues/2 quarters) \$800 (3 issues/3 quarters) \$1,000 (4 issues/4 quarters)</p> <p style="text-align: right;">\$150 (1 issue/One Quarter Year) \$275 (2 issues/2 quarters) \$400 (3 issues/3 quarters) \$500 (4 issues/4 quarters)</p> <p style="text-align: right;">\$75 (1 issue/One Quarter Year) \$138 (2 issues/2 quarters) \$200 (3 issues/3 quarters) \$250 (4 issues/4 quarters)</p>	
		Ad Design	Professional ad design and layout	\$100 per ad

10-Jan-17

*Prices are subject to change. Only a finalized contract and/or confirmation letter from the City of Oak Park guarantees pricing for specified terms and conditions.

**The City of Oak Park reserves the right to deny any advertisement.

All advertisements must adhere to the City of Oak Park's advertising standards, be politically non-partisan and comply with non-discrimination policies. The City of Oak Park reserves the right to determine advertising eligibility.

Contract Terms: IN WITNESS WHEREOF, the parties have executed this Agreement as of the date of the last of the individuals to sign.

Ad Type: _____ Term: _____ Price: _____
 Advertiser Co. Name: _____ Address: _____ Phone: _____
 Advertiser Representative Signature: _____ Date: _____
 City of Oak Park, Community Engagement and Public Information Signature _____ Date: _____

Contact Denise DeSantis, Director of Community Engagement, City of Oak Park | Phone: (248) 691-7589 Email: ddesantis@OakParkMI.gov