OAK PARK

14000 Oak Park Blvd., Oak Park, MI 48237 (248) 691-7405 www.oakparkmi.gov

City Magazine Advertising Rate Contract

	Ad Type	Specs	Term and Price*
Oak Park City Magazine/Recreation Brochure ▪ Description ▪ City Magazine/Recreation Brochure that contains City announcements, departmental updates, news, events, services and programs. ▪ Frequency▪ Quarterly ▪ Distribution ▪ <u>Mailing</u> Quarterly circulation (Approx. 16,000, includes 13,495 households and businesses, no P.O. boxes) <u>Online</u> City website recreation page City website publication Archives Community eBlast mentions (Approx. 1,800 p/eBlast) ▪ Audience ▪ Potential, current and new Oak Park residents, public officials, local businesses, Recreation Program participants, surrounding communities, community partners, and City employees	Advertisement, Camera-Ready Art	Full page/full-color ad 8" width x 10.5" height	$600 (1 issue/1 quarter) $1,100 (2 issues/2 quarters) $1,600 (3 issues/3 quarters) $2,000 (4 issues/4 quarters)
		Half page/full-color ad 4" width x 10.5" height 8" width x 5.25" height	$300 (1 issue/One Quarter Year) $550 (2 issues/2 quarters) $800 (3 issues/3 quarters) $1,000 (4 issues/4 quarters)
		Quarter page/full -color ad 4" width x 5.25" height 8" width x 2.50" height	$150 (1 issue/One Quarter Year) $275 (2 issues/2 quarters) $400 (3 issues/3 quarters) $500 (4 issues/4 quarters)
		One-eighth page/full-color ad 2" width x 5.25" height 4" width x 2.50" height	$75 (1 issue/One Quarter Year) $138 (2 issues/2 quarters) $200 (3 issues/3 quarters) $250 (4 issues/4 quarters)
	Ad Design	Professional ad design and layout	$100 per ad

*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: _____

Company name: _____ Address: _____ Phone: _____

Advertiser representative signature: _____ Date: _____

City of Oak Park staff signature_____ Date: _____

Contact the Office of Communications & Public Information, City of Oak Park | Phone: (248) 691-7405 Email: btoth@OakParkMI.gov