

OAK PARK

14000 Oak Park Blvd., Oak Park, MI 48237 • (248) 691-7400 • www.OakParkMI.gov

City Magazine Advertising Rate Contract

	Ad Type	Specs	Term and Price*
<p>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>	<p>Advertisement, Camera-Ready Art</p>	<p>Full page/full-color ad 8" width x 10.5" height</p>	<p>\$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>Half page/full-color ad 4" width x 10.5" height 8" width x 5.25" height</p>	<p>\$300 (1 issue/One Quarter Year) \$550 (2 issues/2 quarters) \$800 (3 issues/3 quarters) \$1,000 (4 issues/4 quarters)</p>
		<p>Quarter page/full-color ad 4" width x 5.25" height 8" width x 2.50" height</p>	<p>\$150 (1 issue/One Quarter Year) \$275 (2 issues/2 quarters) \$400 (3 issues/3 quarters) \$500 (4 issues/4 quarters)</p>
		<p>One-eighth page/full-color ad 2" width x 5.25" height 4" width x 2.50" height</p>	<p>\$75 (1 issue/One Quarter Year) \$138 (2 issues/2 quarters) \$200 (3 issues/3 quarters) \$250 (4 issues/4 quarters)</p>
	<p><i>Ad Design</i></p>	<p>Professional ad design and layout</p>	<p>\$100 per ad</p>

*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