

MADISON ESSENTIALS m a g a z i n e



Celebrating the
essentiality and diversity of
independent businesses,
organizations, and
community leaders
throughout the
Greater Madison area.

c/o Towns & Associates, Inc. | 126 Water Street, Baraboo, WI 53913-2445
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MadisonEssentialsMagazine.com

MADISON ESSENTIALS

m a g a z i n e

Madison Essentials Magazine celebrates the essentiality and diversity of independent businesses, organizations, and community leaders throughout the Greater Madison area on a quarterly basis. Our 80,000+ readers enjoy learning about Madison area restaurants, shops, and sights through in-depth articles. They also stay informed about exciting events with behind-the-scenes interviews, and get acquainted with the people whose businesses and organizations are essential to the Madison area. Let us introduce them to your business.

Madison Essentials Magazine is available in print to residents and visitors at over 200 convenient locations. Readers can also subscribe to read each issue online, having the ability to click each advertisement for additional information from the business's website.

Rates and ad sizes are on the following page. Please note the discount for reserving space in multiple issues. Also, these rates reflect a 10% NARI discount.

For more information or to reserve space, please contact Kelly Hopkins at (608) 445-5556 or email khopkins@madisonessentialsmagazine.com. To view the most recent issue, visit MadisonEssentialsMagazine.com.

FROM ONE OF OUR ADVERTISERS

“Without question, we feel our advertising has resulted in excellent local and worldwide exposure, and has resulted in a solid return on our investment.” —Karen & Co./Sassafra

FROM OUR READERS

“I’ve enjoyed your magazine at two different locations. It’s easy and enjoyable to read, has a lot of interesting information about Madison, and is beautifully done! Keep up the good work!”

“Love your magazine—have visited many of the businesses and want to try more!”

ADVERTISEMENT RATES

SIZE	4X*	3X*	2X*	1X*
1/12 Page	\$150	N/A	N/A	N/A
1/9 Page	\$234	\$261	\$279	\$297
1/6 Page	\$333	\$373	\$396	\$418
1/3 Page	\$603	\$670	\$706	\$747
1/2 Page	\$832	\$927	\$976	\$1,030
2/3 Page	\$967	\$1,075	\$1,134	\$1,197
Full Page (w/bleed)	\$1,215	\$1,354	\$1,426	\$1,503
1/2-Page Spread (w/bleed)**	\$1,458	\$1,624	\$1,710	\$1,800
Inside Back Cover (w/bleed)**	\$1,660	\$1,858	\$1,962	\$2,070
Inside Front Cover (w/bleed)**	\$1,750	\$1,948	\$2,052	\$2,160
Back Cover (w/bleed)**	\$1,899	\$2,110	\$2,223	\$2,340
2-Page Spread (w/bleed)**	\$2,187	\$2,434	\$2,565	\$2,700
Center Spread (w/bleed)**	\$2,628	\$2,920	\$3,078	\$3,240

Rates Effective: November 1, 2015

4-COLOR ADD \$225
SPOT COLOR ADD \$90

*Rates are per publication issue

**Rates include 4-color charges

Guaranteed Placement:
Add 15%

Spotlight

Madison Essentials Magazine

features a section where businesses can spotlight specific products or promotions.

\$470 Per Issue

Price includes product photo, description, and contact information (business logo, business name, address, phone number, website).

Description should be maximum of 6 lines with no more than 40 characters per line (includes contact information), plus a one-line header.

Receive a discount if you additionally run a separate advertisement.



We Love Uglydolls!

Each Uglydoll has a unique story and personality to go with its unique looks. Available in 4 different sizes, these make a great plush friend for all ages!
Hilldale Mall, 702 N. Midvale Blvd., Madison.
(608) 233-2124. playthingstoystore.com



AD DEADLINES

ISSUE	AD RESERVATION	AD SUBMISSION
February 2016	November 23	November 30
May 2016	February 22	February 29
August 2016	May 23	May 31
November 2016	August 22	August 29

*Issues and deadlines listed cover one-year's ad reservation.

FILE SUBMISSION GUIDELINES

We use Macintosh computers but we can accept a wide variety of file types.

TYPE OF FILES: .tif, .pdf, .eps and .jpg work the best. If you have a file not listed, please send what you have and we will let you know if there are problems.

Please send high-resolution images if possible. Low-resolution images don't print well.

We use the following software, but are not limited to:

Adobe InDesign CC
 Adobe Photoshop CC
 Adobe Illustrator CC

If you have a Microsoft Publisher file, we can convert it for you.

If you are submitting a print-ready ad, please build your ads to the required size as indicated to the right.

Please email files and images to:
townsgraphics@yahoo.com

Most files will be small enough to email, but if it is over 20MB please write to a CD and mail to:

Towns & Associates, Inc.
126 Water Street
Baraboo, WI 53913-2445

OR use a free file-sending website (hightail.com) to send files over 20MB.

Any questions, please call:
(608) 356-8757 and ask for the **graphics department.**

We are always happy to help!

ADVERTISEMENT SIZES

Trim Size: 8.375"w x 10.875"h

1/12 Page	2.25"w x 2.25"h
1/9 Page Vertical	2.25"w x 3.2"h
1/6 Page Horizontal	4.75"w x 2.25"h
1/6 Page Vertical	2.25"w x 4.75"h
1/3 Page Square	4.75"w x 4.75"h
1/3 Page Vertical	2.25"w x 9.875"h
1/2 Page Horizontal	7.25"w x 4.75"h
1/2 Page Vertical	4.75"w x 7.25"h
2/3 Page Vertical	4.75"w x 9.875"h
Full Page w/bleed	8.875"w x 11.375"h
1/2-Page Spread w/bleed	17.75"w x 5.625"h
2-Page Spread w/bleed	17.75"w x 11.375"h

Binding Method: Saddle-Stitched

