



AURORA RECREATION GUIDE ADVERTISING INFORMATION



SPRING 2017



AURORA
RECREATION
GUIDE



WINTER 2017



AURORA
RECREATION
GUIDE



AURORA RECREATION GUIDE

ADVERTISING INFORMATION

BENEFITS

DISTRIBUTION

From swim lessons to cooking classes, martial arts and youth basketball, the Aurora Recreation Guide is a remarkable publication produced quarterly and distributed free to Aurora residents and thousands of others in the metro-area. With over 70 pages chock-full of activities, events and classes, you have the unique opportunity to reach households and diverse demographics with your full-color, glossy advertisement, illustrating your support of the community.

Along with printed copies distributed throughout the area, the Aurora Recreation Guide is also available for download on the city website, www.auroragov.org/recreation. All advertising is included in both the print and digital versions.

CIRCULATION NUMBERS

- 160,000 Printed Quarterly
- Over 150,000 Direct Mail
- Over 10,000 Distributed throughout Aurora

ADVERTISING RATES

FULL PAGE - INSIDE COVER ENGLISH

Image size 6" x 10.875" with additional .25" bleed

4 recreation guides . . \$2,475	2 recreation guides . . \$3,274
3 recreation guides . . \$2,847	1 recreation guide . . \$3,764

FULL PAGE - INSIDE COVER SPANISH

Image size 6" x 10.875" with additional .25" bleed

4 recreation guides . . \$2,475	2 recreation guides . . \$3,274
3 recreation guides . . \$2,847	1 recreation guide . . \$3,764

HALF PAGE - INSIDE COVER – ENGLISH OR SPANISH

Image size 6" x 5.5" with additional .25" bleed

4 recreation guides . . \$1,760	2 recreation guides . . \$2,328
3 recreation guides . . \$2,024	1 recreation guide . . \$2,677

AD SUBMITTAL REQUIREMENTS

All ads must be submitted camera-ready with all typesetting, layout and artwork provided by the advertiser in a CMYK, press quality, hi res PDF, fonts embedded and by the deadline posted in the table above. Coupons and discount offers that require cutting or disassembling the brochure will not be allowed. Any ad work that is completed by the brochure production team in order to format the ad for print is billed at \$80 per hour. This fee will be charged in addition to the advertising rate.



CONTACT:

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**MAKE YOUR BUSINESS
A HOUSEHOLD NAME.
WE DELIVER TO OVER
155,000 HOMES FOUR
TIMES A YEAR!**

