Choose a Media Partner with 13 Years of Success

Since 2004, In&Out has been the most popular source of trusted information for residents and businesses in the growing North Valley.

Getting the word out in print & digital

While In&Out Magazine reaches mailboxes throughout the region, our social media sites deliver content to cell phones, computers and tablets everywhere.

This year promises growth for the North Valley, and In&Out Publications is keeping ahead of the developments. Watch for added circulation, additional websites and more information features in print and online to help residents and businesses thrive.
Mailed directly to 21,000* homes & businesses weekly.

Plus, 2,000 additional copies are hand-delivered to retail, medical and community outlets.

...And We're Growing!

* Distribution subject to change without notice.
Choose a Strategy to Fit Your Goals

Print, digital or both. Weekly or on a custom schedule. We'll help maximize your marketing to fit your budget. Provide press-ready artwork or we'll help with design for a nominal fee.

A convenient monthly billing option is available for credit card-paying clients.

- Display Ads
  Dominate your competition with 4-color print ads; run weekly for maximum recall. From $96/issue.

- Advertorials
  Be the expert voice. We'll help you create content to resonate with your market and position you as the authority. From $587/issue.

- Classified Ads
  Text-only ads that are cheap and effective, especially for service businesses. From $11.25/issue.

- Event Listings

- Social Media & Web
  Leverage our formidable reach on Facebook, Twitter and AnthemNews.com for quick effective results. From $160/month.
**DISPLAY ADS**  Send press-ready art (PDF or JPG, 300 dpi) 13 days prior to Thursday’s publish date to ads@anthemnews.com. Need help? Design service is available; call 623-239-3954.

**Effective**

**QUARTER**

4.4" W X 2.5" H

**FULL**

(For optional bleed create file 5.75" X 8.75"
Keep type within 5.25" X 8.25")

2.4" W X 7.8" H

**HALF**

5" W X 8"H

**EIGHTH**

2.4" W X 3.8" H

**QUARTER**

5" W X 1.8" H

**THIRD**

1.58" W X 7.8" H

**FULL HORIZONTAL**

5" W X 8"H

**THIRD VERTICAL**

5" W X 2.5" H

**QUARTER VERTICAL**

2.4" W X 3.8" H

**QUARTER HORIZONTAL**

5" W X 1.8" H

**EIGHTH**

2.4" W X 1.8" H

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**Standard Placement**

Ads rotate throughout the magazine*

<table>
<thead>
<tr>
<th>SIZE</th>
<th>OPEN RATE (Cost per issue)</th>
<th>VOLUME DISCOUNTS (Cost per issue)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4x</td>
<td>12x</td>
</tr>
<tr>
<td>1/8</td>
<td>$150</td>
<td>$117</td>
</tr>
<tr>
<td>1/4</td>
<td>$258</td>
<td>$202</td>
</tr>
<tr>
<td>1/3</td>
<td>$324</td>
<td>$254</td>
</tr>
<tr>
<td>1/2</td>
<td>$421</td>
<td>$327</td>
</tr>
<tr>
<td>1</td>
<td>$778</td>
<td>$576</td>
</tr>
</tbody>
</table>

* Fixed position available for 10% surcharge

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**Premium Ad Space**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>OPEN RATE (Cost per issue)</th>
<th>VOLUME DISCOUNTS (Cost per issue)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4x</td>
<td>12x</td>
</tr>
<tr>
<td>Front Cover (bottom)</td>
<td>$524</td>
<td></td>
</tr>
<tr>
<td>Full Inside Front Cover/Page 1</td>
<td>$858</td>
<td>$692</td>
</tr>
<tr>
<td>Full Inside Back Cover</td>
<td>$800</td>
<td>$633</td>
</tr>
<tr>
<td>Full Before TOC*</td>
<td>$830</td>
<td>$668</td>
</tr>
<tr>
<td>1/2 Before TOC</td>
<td>$489</td>
<td>$387</td>
</tr>
<tr>
<td>Full Back Cover</td>
<td>$1,028</td>
<td>$756</td>
</tr>
<tr>
<td>Full Advertorial</td>
<td></td>
<td>$793</td>
</tr>
</tbody>
</table>

* TOC = Table of Contents
Cheap
CLASSIFIED ADS

Get the maximum reach and frequency of In&Out Magazine at the lowest price. Text-only ads are organized alphabetically by classification. Submit online at www.AnthemNews.com/classifieds.

SELECT A CATEGORY...

- Announcements
- Help Wanted
- Legal
- Lost and Found
- Miscellaneous
- Real Estate
- Services-A/C heating
- Services-Appliance Repair
- Services-Cleaning
- Services-Electric
- Services-Flooring
- Services-Garage
- Services-Handyman
- Services-Landscape
- Services-Metal Work
- Services-Painting
- Services-Pets
- Services-Plumbing
- Services-Pool
- Services-Roofing
- Services-Technology
- Transportation

CLASSIFIED ADS
(Cost/unit per issue)

<table>
<thead>
<tr>
<th># of Issues</th>
<th>1</th>
<th>2</th>
<th>4</th>
<th>13</th>
<th>26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost/Unit* per Issue</td>
<td>$5</td>
<td>$4.75</td>
<td>$4.50</td>
<td>$4.10</td>
<td>$3.75</td>
</tr>
<tr>
<td>+ Red Ink</td>
<td>+$2</td>
<td>+$2</td>
<td>+$2</td>
<td>+$2</td>
<td>+$2</td>
</tr>
<tr>
<td>+ Bold</td>
<td>+$2.75</td>
<td>+$2.75</td>
<td>+$2.75</td>
<td>+$2.75</td>
<td>+$2.75</td>
</tr>
</tbody>
</table>

* Unit = 25 keystrokes; 3-unit minimum. Determine the cost of your ad by using the “Calculate” feature on the online form.

ONLINE ADS

Increase your exposure and drive links to your pages. Save big when you layer online advertising over your print campaign.

Send png or jpg files at 72 dpi to ads@AnthemNews.com.

Rectangle ads show on all pages in the right column.

Banner ads appear on article pages below headlines.

Online Placement (Cost per Month)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>One Month</th>
<th>Three Months</th>
<th>With Ad in In&amp;Out*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>486 x 60 px</td>
<td>$252</td>
<td>$180</td>
<td>$151</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250 px</td>
<td>$406</td>
<td>$290</td>
<td>$244</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$487</td>
<td>$348</td>
<td>$244</td>
</tr>
<tr>
<td>Facebook + Twitter</td>
<td>Weekly Post</td>
<td></td>
<td></td>
<td>$160</td>
</tr>
</tbody>
</table>

* Discount for bundling applicable with concurrent print ads running in a minimum of four consecutive issues of In&Out Magazine.
We’ll email you a form to reserve your space in the magazine or online. (Undecided? We’ve been guiding small businesses with their marketing decisions for years. Your success is our goal—Just call!)

**MAIN**  
623-239-3956  
info@anthemnews.com

**ADVERTISING**  
623-239-3954  
ads@anthemnews.com

**WEB**  
www.anthemnews.com

**FACEBOOK**  
Facebook.com/AnthemNews

**TWITTER**  
@Anthem-news

**ADDRESS**  
42104 N. Venture Drive  
Suite C-118  
Anthem, AZ 85086

**MAILING ADDRESS**  
P.O. Box 74693  
Phoenix, AZ 85087