How to
GET
THE
WORD
OUT

In&Out Publications Media Kit | 2019
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 the cell phones, computers and tablets of residents and snowbirds.

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

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 $92/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 available; call 623-239-3954.

**Effective**

- **COVER**
  - 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")
  - 5" W X 8" H

- **HALF VERTICAL**
  - 2.4" W X 7.8" H

- **HALF HORIZONTAL**
  - 5" W X 3.8" H

- **THIRD VERTICAL**
  - 1.58" W X 7.8" H

- **THIRD Horizontal**
  - 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
## Standard Placement
Ads rotate throughout the magazine*

<table>
<thead>
<tr>
<th>OPEN RATE (Cost per issue)</th>
<th>VOLUME DISCOUNTS (Cost per issue)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Consecutive Issues</td>
</tr>
<tr>
<td></td>
<td>4x</td>
</tr>
<tr>
<td>SIZE</td>
<td></td>
</tr>
<tr>
<td>1/8</td>
<td>$150</td>
</tr>
<tr>
<td>1/4</td>
<td>$258</td>
</tr>
<tr>
<td>1/3</td>
<td>$324</td>
</tr>
<tr>
<td>1/2</td>
<td>$421</td>
</tr>
<tr>
<td>1</td>
<td>$778</td>
</tr>
</tbody>
</table>

* Fixed position available for 10% surcharge

## Premium Ad Space

<table>
<thead>
<tr>
<th>OPEN RATE (Cost per issue)</th>
<th>VOLUME DISCOUNTS (Cost per issue)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Consecutive Issues</td>
</tr>
<tr>
<td></td>
<td>4x</td>
</tr>
<tr>
<td>SIZE</td>
<td></td>
</tr>
<tr>
<td>Front Cover (bottom)</td>
<td>$524</td>
</tr>
<tr>
<td>Full Inside Front Cover/ Page 1</td>
<td>$858</td>
</tr>
<tr>
<td>Full Inside Back Cover</td>
<td>$800</td>
</tr>
<tr>
<td>Full Before TOC*</td>
<td>$830</td>
</tr>
<tr>
<td>1/2 Before TOC</td>
<td>$489</td>
</tr>
<tr>
<td>Full Back Cover</td>
<td>$1,028</td>
</tr>
<tr>
<td>Full Advertorial</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
  - General
  - Graduation
- Beauty
- Business Opportunities
- Child Care
- Classes
- Financial
- For Sale
- Garage Sales
- Health & Wellness
- 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. The easiest way to determine the cost of your ad is by using the “Calculate” feature on the online form.
Everywhere

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.

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.
Contact us!

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—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