



Heather Gardens Community Magazine


## MONTHLY DISPLAY ADVERTISING RATES

### AD SIZES


# of issues per year	1/8	1/4	1/2	Full
12	\$100	\$175	\$285	\$490
2-11	\$115*	\$190*	\$300*	\$505*
1	\$150	\$225	\$335	\$540

Pre-paid rate without 12 month contract\*  
All political ads are pre-paid.


**DISPLAY AD SIZES** width x depth in inches




**Full Page**  
7.125x9.5




**Quarter Page Vertical**  
3.5x4.625




**Half Page Vertical**  
3.5x9.5



**Quarter Page Horizontal**  
7.125x2.25




**Half Page Horizontal**  
7.125x4.625



**Eighth Page**  
3.5x2.25

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**Service Directory**  
3.5x1.125

**INSERTS**     **Quantity:** Provide 2,500 inserts  
**Size:** 8"x10" max. size  
**Cost:** \$300

### RESERVED SPACE

Back Cover - \$580, Inside Cover - \$530 - *sold out*  
Calendar Pages \$200 - *space available*

*Reserved spaces only available to 12 month contracts and accounts in good standing*

### SERVICE DIRECTORY

**Cost:** \$55/month

*All Service Directory ads are pre-paid.*

Contracts available in 4, 6, 8 or 12 month ad runs.

4 for \$220, 6 for \$330, 12 for \$660

Pay for 12, get the 13th month free

### DEMOGRAPHICS

Heather Gardens is a 55+ active community in Aurora, Colorado with over 2800 residents.

### ABOUT HEATHER 'N YON

*Heather 'n Yon* is a monthly magazine serving the Heather Gardens Community in Aurora, CO and has in circulation since 1986. The magazine is published by Bluefish Publishing, LLC.

### DISTRIBUTION

Heather 'n Yon is delivered to every door (2,426 units) in Heather Gardens and the clubhouse (bundles) during the first week of the month.

### ONLINE

To view the magazine online go to HeatherGardens.org. See "Heather 'n Yon" in the top menu.

### FILE FORMAT

Camera Ready Art: Preferred format is PDF at press quality. (240-300dpi or higher, CMYK)

We also accept Adobe Photoshop files saved as .jpg or .jpeg, .tiff, and .psd. Adobe Illustrator files saved as .eps with fonts and artwork converted to outline. Microsoft .pub files, export as .pdf at the highest resolution press quality.

### COLOR & SIZE

- Convert RGB images and logos to CMYK before importing into your design program and exporting ad layout to pdf.
- Artwork and images 240-300 dpi.  
Artwork pulled from a website is usually 72 dpi and will be rejected if it can't be reduced in area size to increase the dpi to 240-300 dpi.

**Important:** Copy text (10-12pt) 100% black. Do not use Registration black for copy text.

Submit to: [bluefishpublishingco@gmail.com](mailto:bluefishpublishingco@gmail.com)

### AD DESIGN SERVICES

We offer professional ad design services with a minimum three-month commitment. Design requests must be submitted at least one week prior to the publication deadline. For deadlines, please refer to page 30 of each issue.

### PAYMENT & PROOF OF PUBLICATION

Statements and invoices are emailed each month. We accept checks, credit cards and online payment options.

### CONTACT

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