



2018 PUBLISHING SCHEDULE

February 2018

Ad Reservation	Jan 12
Ad Materials	Jan 18
Mails	Feb 3

April 2018

Ad Reservation	Apr 13
Ad Materials	Apr 19
Mails	May 5

July 2018

Ad Reservation	July 13
Ad Materials	July 19
Mails	Aug 4

October 2018

Ad Reservation	Oct 12
Ad Materials	Oct 18
Mails	Nov 3

CONTACT

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Philips Publishing Group

Snohomish Quarterly is published by Philips Publishing Group for the City of Snohomish.

The *Snohomish Quarterly* serves as the official publication of the City of Snohomish. It reaches some 7,000 households with news and useful information about city services, events and programs. The magazine is delivered directly to the homes of City residents making the Quarterly a great advertising medium for one of the most active regional retail centers in the county.

If you want to connect with this lively and engaged community, the Quarterly is your best option. It's the only print publication that uniquely serves the Snohomish community's 10,000 residents and more than 550 businesses. And, supporting this publication means you're helping to keep dollars in Snohomish to better serve our citizens!

AD RATES

City of Snohomish Resident Businesses (rates per issue)			
	1x	2x	4x
Outside Back Cover	\$1,500	\$1,275	\$1,200
Inside Back Cover	1,200	1,020	960
Inside Front Cover	1,200	1,020	960
Full Page	900	765	720
1/2 page	600	510	480
1/3 page	400	350	320
1/6 page	200	175	160

City of Snohomish Non-Residence Businesses (rates per issue)			
	1x	2x	4x
Outside Back Cover	\$1,765	\$1,500	\$1,412
Inside Back Cover	1,400	1,200	1,120
Inside Front Cover	1,400	1,200	1,120
Full Page	1050	900	840
1/2 page	700	600	560
1/3 page	475	400	380
1/6 page	250	213	200

Ad Design & Production Includes 3 revisions. Additional charges will apply thereafter	\$100
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AD SIZES (width x height)

Full page	8.375" x 10.875" (trim)	7.875" x 10.375" (live area)	8.625" x 11.125" (with 1/8" bleed)
1/2 page	7.25" x 4.81"		
1/3 page	4.75" x 4.81" (square)		2.25" x 9.625" (vertical)
1/6 page	2.25" x 4.81" (vertical)		4.75" x 2.25" (horizontal)

AD SPECIFICATIONS

High-resolution PDFs. 300dpi resolution, colors converted to CMYK, all fonts embedded.

