



**AUSTIN**

*County*

**INSIDER**

**MEDIA KIT**



**Austin County Insider Magazine is a high quality glossy magazine featuring the most interesting people, places, and things in Austin County.**

**We are a free quarterly publication dedicated to features about Austin County, TX. and is counter-topped to over 100 Austin County locations!**

**Demographics:**

REACH YOUR POTENTIAL CLIENTS WITH A DEMOGRAPHIC OF OVER 30,000 IN AUSTIN COUNTY

Female 50.3%

Male 49.7%

Age 18 29.6%

Age 19-65 50.6%

Age 65+ 19.8%

Median household income \$65,365/year

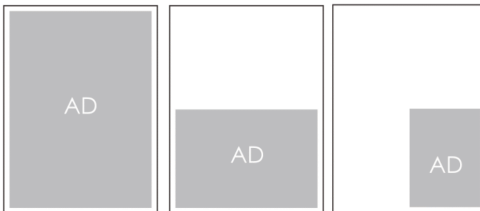
Have disposable income

80% are home owners

**ADVERTISING SPECIFICATIONS**



Ad Design Specifications



Full page no bleed

1/2 page horizontal

1/4 page vertical

Ad Measurements

AD SIZE	LIVE
Full Page	7.5" x 10"
1/2 Page Horizontal	7.5" x 5"
1/4 Page Vertical	3.625" x 5"



## ADVERTISING RATES

QUARTER PAGE .....	\$200
HALF PAGE .....	\$400
FULL PAGE .....	\$600
PREMIUM PAGE .....	\$700

(BACKPAGE, INSIDE BACK, 2,3,4,5)

MATERIAL REQUIREMENTS .....

### **Method of Production:**

Austin County Insider is printed by high-speed offset and folding and trimming are subject to variation. Please adhere to the live area specifications as stated on the Advertising Specifications page.

Text type should be a minimum of 8 points. All text should be 100% black. Austin County Insider is not responsible for reproduction of reverse, color or 4 color black type less than 8 pt.

### **Requirements:**

All ads must be high resolution, flattened PDF files (Acrobat 4-PDF 1.3 compatible) or saved as PDF-X1a files. We do not accept TIFF, JPEG, EPS, AI or other file formats.

Images and page content must be CMYK or grayscale (no RGB or spot colors accepted), TIFF or EPS (no JPEG) and higher than 280 dpi. Total ink density of images or page content should not exceed 340%.

All ads with bleed must have .125" (1/8") bleed beyond trim on all four sides. Offset crop/registration marks .167" beyond trim OR do not embed.

More detailed instructions for proper file creation are available from your sales rep.

### **Spreads and Multiple Page Ads:**

Spread ads must be submitted as spreads. Ads with 3 or more pages should be submitted as single pages.

Gutter allowance not included for spreads. Give .5" (1/2") allowance for type running across page.

Magazine Size: 8.375" x 10.875"

Paper: 70lb. White Gloss

Printing Process: 4C/4C

Binding Method: Saddle Stitch



## CONTACT US

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