

Heather 'n Yon

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	\$110	\$150	\$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



Service Directory
3.5x1.125

INSERTS

Quantity: Provide 2,500 inserts
Size: 8"x10" max. size
Cost: \$600*

We offer a *one-time* 50% discount for Heather 'n Yon Advertisers with 12- month display ad contract (eligible after 6 months)*

RESERVED SPACE - sold out

Back Cover - \$580, Inside Cover - \$530,
Calendar Pages \$200

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

CONTACT Susan Harman
bluefishpublishingco@gmail.com
303.521.8846 (call or text)

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 publishing by Bluefish Publishing, LLC.

DISTRIBUTION

Heather 'n Yon is delivered to every door (2,426 units) in Heather Gardens and the clubhouse (bundles) most often by the 1st or 2nd of the month.

ONLINE

To view our newsmagazine online go to HeatherGardens.org. Under Resource Center in the top menu slide down to Heather 'n Yon.

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. We do not accept .pub files.

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 (12pt or smaller) 100% black. Do not use Registration black for copy text.

DEADLINES

Display advertising deadlines fall on the 15th of the prior month. Inserts need to be delivered by the 22nd of the prior month.

Request for changes to your current ad due by the 10th of the month prior.

Submit to: bluefishpublishingco@gmail.com

PAYMENT & PROOF OF PUBLICATION

Statements and invoices are mailed the 5th of month. We accept checks, credit cards and online payment options.



bluefishpublishing.net