



Choose MONROE

Publishing Schedule

February 2023

| | |
|---------------------|--------|
| Ad Reservations | Jan 20 |
| Materials Due | Feb 3 |
| Mailed to Residents | Feb 21 |

July 2023

| | |
|---------------------|--------|
| Ad Reservations | Jun 2 |
| Materials Due | Jun 16 |
| Mailed to Residents | Jul 5 |

Ad Sales

Katie Higgins

(206) 914-4248
katie@colibrinw.com

Editorial Inquiries

Katie Darrow

(360) 863-4519
kdarrow@monroewa.gov



Choose Monroe is published
by Colibri Northwest
for the City of Monroe.



Choose Monroe Magazine is designed to promote activities, events and businesses in Monroe. Targeting Monroe's 20,000 new and longtime residents, **Choose Monroe** is mailed to Monroe residents. 31,000 glossy, four-color copies of each issue are printed and distributed.

Maximize your visibility among residents and visitors looking for services in and around Monroe by advertising in **Choose Monroe Magazine**.

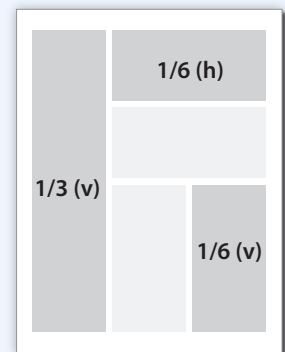
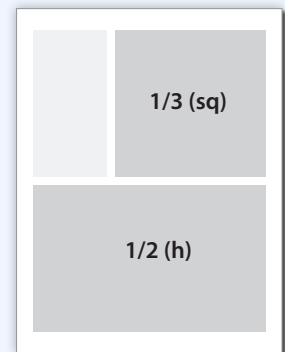
AD RATES per issue

| | 1x | 2x | 4x |
|---------------------|---------|---------|---------|
| Spread* | \$1,620 | \$1,458 | \$1,300 |
| Outside Back Cover* | \$1,500 | \$1,350 | \$1,200 |
| Inside Back Cover* | \$1,200 | \$1,080 | \$960 |
| Inside Front Cover* | \$1,200 | \$1,080 | \$960 |
| Full Page* | \$900 | \$800 | \$720 |
| 1/2 page | \$600 | \$540 | \$480 |
| 1/3 page | \$400 | \$360 | \$320 |
| 1/6 page | \$200 | \$180 | \$160 |

Ad Design & Production \$100
(Includes three revisions. Additional charges apply thereafter)

AD SIZES width x height

| | |
|---------------------|---|
| Spread* | 16.75" x 10.875" (trim); gutter = .75" |
| Full Page* | 8.375" x 10.875" (trim) |
| 1/2 page | 7.25" x 4.81" |
| 1/3 page square | 4.75" x 4.81" |
| 1/3 page vertical | 2.25" x 9.625" |
| 1/6 page horizontal | 4.75" x 2.25" |
| 1/6 vertical | 2.25" x 4.81" |



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

*BLEED ADS

For Full Page ads, please add .125"
bleed around trim size; keep text
.25" away from the trim edge.