



2024 MEDIA KIT

Choose MONROE

Publishing Schedule

Spring 2024

Ad Reservations	Jan 19
Materials Due	Jan 26
Mailed to Residents	Feb 21

Summer 2024

Ad Reservations	May 24
Materials Due	May 31
Mailed to Residents	Jun 25

Ad Sales

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Editorial Inquiries

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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 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

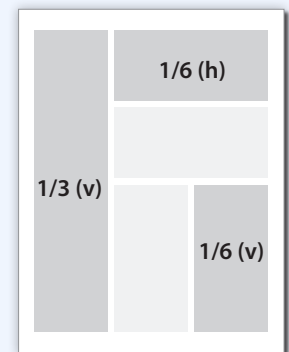
	1x	2x	4x
Spread*	\$1,620	\$1,458	\$1,300
Outside Back Cover*	\$1,500	\$1,350	\$1,200
Inside Back Cover*	\$1,200	\$1,080	\$960
Inside Front Cover*	\$1,200	\$1,080	\$960
Full Page*	\$900	\$800	\$720
1/2 page	\$600	\$540	\$480
1/3 page	\$400	\$360	\$320
1/6 page	\$200	\$180	\$160

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.