



City of
**BUENA
PARK**



BUENA PARK TODAY

MEDIA KIT ■ 2016

CHOOSE BUENA PARK

A fantastic opportunity is available to help local businesses reach the residents of Buena Park!

Businesses can purchase an advertisement that will appear within the full-color *Buena Park Today* - the City News & Activity Guide and the only official quarterly publication of the City of Buena Park.

Published in print and online, the magazine provides readers with news, programs, events and recreation activities offered throughout each season.

Distributed to all City households and available online to visitors at www.BuenaPark.com, *Buena Park Today* is a great way to reach a broad, diverse and mass audience.

If the residents of Buena Park meet your business' target market, then the City's *Buena Park Today* is sure to meet your advertising needs!

With a distribution of over 25,000 Buena Park households, you will find that this is an effective way to allocate your advertising dollars.



WHY ADVERTISE WITH US?

DISTRIBUTION

26,000 copies of each issue are printed in full-color 4 times per year

- Direct mail to over 25,000 Buena Park households
- Available in main lobbies of Recreation facilities and City Hall

READERSHIP

The *Buena Park Today* is the most comprehensive source for information published by the City.

It includes:

- Recreation Classes/Sports for All Ages
- Senior Activity Center Programming
- Fine and Cultural Arts Programs and Excursions
- City News
- Upcoming Special Events

VALUE

This advertising opportunity promotes local business growth and development.

Promote your business in a publication that connects you directly with involved and active community members.

The *Buena Park Today* is published by the City of Buena Park and is targeted to the Buena Park and surrounding community.



Digital download available directly from City's home page www.BuenaPark.com.

SPECS / DATES

DIGITAL REQUIREMENTS

Artwork

- All digital files must be submitted as CMYK-camera-ready artwork at 100% final size
- Supply all fonts and links.
- All photos must be scanned at 300 dpi.

Fonts

- For PDFs, all fonts must be embedded.
- Do not stylize fonts (i.e. do not use the "bold" command to make regular Helvetica appear bold. Use the native Helvetica Bold font instead).

Software Compatibility

- InDesign CS 5 - packaged
- Illustrator CS 5
- Photoshop CS 5

Format

- .pdf (w/embedded fonts and images)
- .jpg (Compression: "High" or "Maximum")
- .eps
- .tif (Resolution: 300 dpi)

Media Submission

- Email to Jessica Fewer: jfewer@buenapark.com
- CD-ROM
- DVD

Need help with your files?

Contact **Myrna Holmquist** at **714.562.3558** or mholmquist@buenapark.com.

ADVERTISING SUBMISSION DEADLINES

Please submit all art files by the dates listed below:

Winter	October 20 (Delivered late November)
Spring	January 20 (Delivered late February)
Summer	April 20 (Delivered late May)
Fall	July 20 (Delivered mid August)

CONTACT INFORMATION

Advertising Coordinator

Jessica Fewer
714.562.3553 | 714.562.3590
jfewer@buenapark.com

Graphic Design - Questions/Support

Myrna Holmquist
714.562.3558
mholmquist@buenapark.com

Billing Services

Marsha Cook
714.562.3551
mcook@buenapark.com

City of Buena Park City Manager's Office

714.562.3551
714.562.3559 Fax

SIZES / RATES



**HORIZONTAL
1/2 PAGE AD**

No Bleed
7.25" w x 4.62" h

One-Time: \$750
Annual: \$TBD



**VERTICAL
1/2 PAGE AD**

No Bleed
3.5" w x 9.5" h

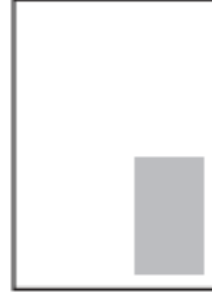
One-Time: \$750
Annual: \$TBD



**HORIZONTAL
1/4 PAGE AD**

No Bleed
7.25" w x 2.31" h

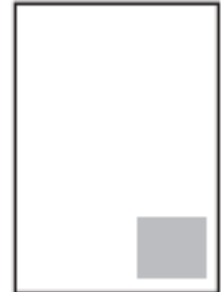
One-Time: \$400
Annual: \$TBD



**VERTICAL
1/4 PAGE AD**

No Bleed
3.5" w x 4.62" h

One-Time: \$400
Annual: \$TBD



**1/8
PAGE AD**

No Bleed
3.5" w x 2.31" h

One-Time: \$300
Annual: \$TBD

BACK COVER -	\$2000	HALF PAGE -	\$750
BACK INSIDE COVER -	\$1800	1/4 PAGE -	\$400
FULL PAGE -	\$1500	1/8 PAGE -	\$300

**Non-profits, WOCRCOC Chamber Members and charities are eligible to receive a 10% discount.*

*Please call us at [714] 562-3551
or visit our website at
www.BuenaPark.com
to be included in our next issue.
We also welcome your
comments and questions!*

DISCLAIMER

Because space is limited, priority of allocation on will be as follows:

1. Existing advertisers on annual contracts in good standing
2. Buena Park businesses with a valid Business License, on a first-come, first-served basis
3. First received according to deadlines listed inside
4. Camera ready art submitted in acceptable format
5. Space and size availability

Please note:

Advertisements must not be contrary nor detrimental to the City's purposes for creating the recreation brochure. Types of advertisements prohibited include, but are not limited to, the promotion of drugs, pornography, obscenity, gambling, or any advertising supporting or opposing a candidate, issue, or cause, or advocating or opposing a religion or belief.

Advertisements are for the sole purpose of promoting business and shall not be for announcements, events, or classified advertisements. Quarterly rates, per issue, effective Spring Issue 2015 - Winter Issue 2016; all prices subject to change.

The City of Buena Park has final approval for accepting all advertisements.