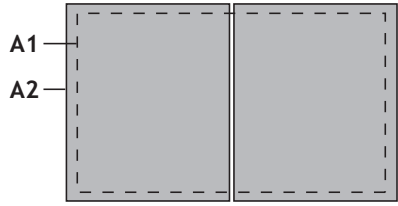
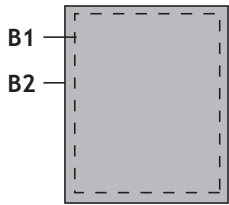
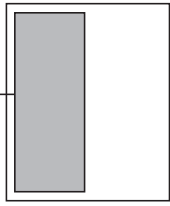
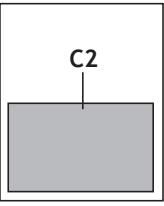
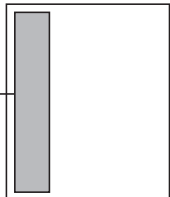
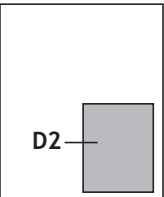


MansfieldTM Magazine

2012

AD RATES / SPEC SHEET

www.mansfieldmagazine.com

	SPACE SIZE	DIMENSIONS (inches)
Full Page Spread		
	A1. Non-Bleed	17 x 9.875
	A2. Bleed	18.25 x 11.125 (trim size is 18 x 10.875)
Full Page		
	B1. Non-Bleed	8 x 9.875
	B2. Bleed	9.25 x 11.125 (trim size is 9 x 10.875)
LIVE AREA NOTE: Keep all text/copy at least .35" from ad edge		
1/2 page		
	C1. Vertical	3.85 x 9.75
	C2. Horizontal	8 x 4.75
1/4 page		
	D1. Vertical Strip	1.9 x 9.75
	D2. Vertical	3.85 x 4.75

NET AD RATES

Call our office for ad rates.

AD SALES - Lisa Drake

817.842.1051

email: lisa@mansfieldmagazine.com
Send ads to: ads@mansfieldmagazine.com

MATERIALS REQUIRED

Digital Ad Materials

- High resolution PDF formatted ads are accepted and can either be emailed to ads@mansfieldmagazine.com or mailed on CD to the *Mansfield Magazine*.

Image Resolutions

- Please make sure the entire file is high resolution and that all images within the ad are 300 DPI. Ads and images that are not to specs will be sent back to advertiser.

Color

- Both spot color and four-color ads should be converted to CMYK.

Fonts

- Please make sure all fonts are embedded in the file before saving to PDF.

Ad Size

- Ad sizes must conform to the sizes presented in this media kit. Publisher will not reduce or

enlarge ads to fit required space. Incorrect size ads will be sent back to advertiser.

Aditorials/ Copy Regulations

- Aditorials must include words "Paid Advertisement" prominently on the ad. *Mansfield Magazine* reserves the right to refuse aditorials based on contents of the material and/or the refusal of the advertiser to include the words "Paid Advertisement" on the advertising piece.



2012
ADVERTISING DEADLINES

JANUARY/FEBRUARY 2012

Space deadline: 12/09
Materials deadline: 12/16
Publish date: 1/17

MARCH/APRIL 2012

Focus: Spring Blooms

Space deadline: 2/10
Materials deadline: 2/17
Publish date: 3/16

MAY/JUNE 2012

Focus: Summer Issue

Space deadline: 4/9
Materials deadline: 4/16
Publish date: 5/18

JULY/AUGUST 2012

Focus: Back to School

Space deadline: 6/8
Materials deadline: 6/15
Publish date: 7/16

SEPTEMBER/OCTOBER 2012

Focus: Autumn Air

Space deadline: 8/10
Materials deadline: 8/17
Publish date: 9/17

NOVEMBER/DECEMBER 2012

Focus: Annual Holiday Issue

Space deadline: 10/8
Materials deadline: 10/15
Publish date: 11/16



Mailed Circulation

23,500 direct delivered to homeowners (housing value of \$150K+) and businesses in South Arlington, Mansfield, Kennedale and Mira Lagos community in Grand Prairie. Zip codes served are: 76001, 76002, 76017, 76018, 76060, 76063, 75052

Additional Distribution

- Mansfield Chamber of Commerce office and new resident packets
- Mansfield City Hall
- Area hospitals
- Area businesses
- New chamber member business ribbon cuttings
- Mansfield hotel guest rooms (La Quinta Inn, Best Western, Hampton Inn, Fairfield Inn and Holiday Inn Express)

Publishing Schedule

Bi-monthly: 6 issues per year. Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec

Editorial

Mansfield Magazine is a true lifestyle publication for area residents whose financial resources and lifestyles are parallel with interests such as Health & Wellness, Home Décor & Design, Financial Matters, Fine Dining, etc. We utilize professional and experienced graphic designers, photographers and journalists as well as experts in their field for additional editorial. Articles are written with the readers' interests in mind.

We maintain a strict advertising to editorial balance not to exceed a 50% advertising to 50% editorial ratio.