SUBMITTING PHOTOGRAPHS OR ARTWORK

PHOTOGRAPHS
Must be taken at a high resolution (300 dpi) or be scanned at 300 dpi.

LINE ART
Must be scanned at 1000 dpi and must be either JPEG, EPS or TIFF format.

COLORS
Use only process colors (cyan, magenta, yellow and black). All spot colors or pantone colors need to be converted to CMYK.

TYPE
Black type must be 100% black only – not CMYK. Borders and rules should be 1 point or heavier. No coupon borders permitted (i.e. perforated).

DIGITAL PREPARATION OF PHOTOGRAPHS
All images must be at a full resolution of 300 dpi. Place all images at 100%. (Enlarging your image will decrease the overall resolution and quality.) Images should be converted to CMYK and converted from JPEG to EPS or TIFF format. All alterations should be made in Photoshop. Photographs should be sharp and have a good contrast range. (light to dark).
SIX TIMES A YEAR we bring readers a package of compelling stories that capture all aspects of living in the 209. Page after glossy page showcases the writing, photography and information at getting the most out of where we live.

WELCOME TO

209 MAGAZINE

209 Magazine editorial features:
- Navigator: Travel and Destinations
- Flavors: What’s Cooking in the 209, DINING & WINE
- Book Review: Book review and featured local author
- Look Back: A visit back to a historical time and place
- Full of Life: Health segment that elevates day-to-day living
- A Place Called Home: Home and Garden features
- In the Know: Readers get the need-to-know news about trends, issues and what’s happening in our region. Stories will include news about the arts, business and finance and philanthropy
- Charity Corner: 209 Magazine gives back in each issue with a local non-profit organization
- Marketplace: A look at unique products from the 209 area

In an age of interruption, magazines engage. Magazines deliver more ad impressions than TV in a half-hour period.

Since Facebook was founded, magazines gained more than one million young readers.

Magazines rank #1 at influencing consumers to start a search online.

The average reader spends 43 minutes reading each magazine issue.

Magazines are the #1 medium of engagement across all dimensions.

Magazines retain a shelf life of up to 6 months after publishing.

Why choose 209 Magazine?

209 Magazine reaches over 106,000 active, influential and engaged readers every issue.

9,766 paid subscribers.

1,185 exclusive in-room hotel copies.

Over 500 controlled circulation locations.

Over 50 newsstand locations including Barnes and Noble booksellers and Costco.

Source: CVC 2016 Audit Report.

Issue dates and deadlines:
- February/March Edition: Close Date/Materials Due: January 5, 2018
- April/May Edition: Close Date/Materials Due: March 2, 2018
- June/July Edition: Close Date/Materials Due: May 4, 2018
- August/September Edition: Close Date/Materials Due: July 6, 2018
- October/November Edition: Close Date/Materials Due: August 31, 2018
- December/January Edition: Close Date/Materials Due: November 2, 2018

Rate Card:

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<th>AD SIZE</th>
<th>OPEN</th>
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<th>6X</th>
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Source: CVC 2016 Audit Report.

209 Magazine reader profile:
- Gender: Women 56%, Men 44%
- Education: College Educated 63%
- Age: Over 35 74%
- Income: over 50K Annually 75%

Source: CVC 2016 Audit Report.

209 Magazine gives back in each issue with a local non-profit organization.

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Source: CVC 2016 Audit Report.

2018 MEDIA PLANNER

Manteca: 209-249-3505
Oakdale: 209-847-3021
Turlock: 209-634-9141

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