

COMMUNITY LIVING

RANCHO SANTA MARGARITA

Your Guide for Activities & Community Services



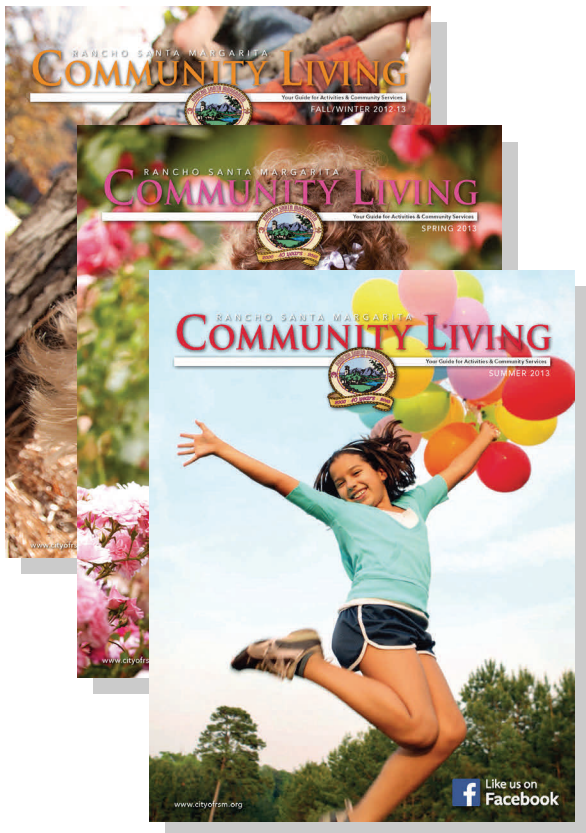
ADVERTISING INFORMATION

The City of Rancho Santa Margarita produces the magazine, *Community Living*, tri-annually. The publication is distributed to all 78,300 Rancho Santa Margarita area residents and to non-residents upon request.

This full color, professionally designed magazine is a key communication piece from the City of Rancho Santa Margarita and includes:

- City News
- Recreation Offerings
- Community Resources
- City Services

With a local readership this is an excellent opportunity for businesses to reach an interested and targeted audience.



Advertising in the *Community Living* magazine is a **smart business move**:

- **Demographics** – Rancho Santa Margarita is a great place to do business: educated, active, affluent, family-oriented
- **Image** – The City and its services have a strong, positive community image
- **Brand identity** – The brochure has an identity that is easily recognizable
- **Reader anticipation** – Brochure delivery is eagerly awaited
- **Distribution** – Delivered to all 27,000 Rancho Santa Margarita households via US Mail, shelf life of over three months reaching over 78,000 residents; City Hall and Bell Tower Regional Community Center, Rancho Santa Margarita Orange County Branch Library, City of Rancho Santa Margarita Web site and Facebook.

Advertising Reservation Form

SUBMISSION DEADLINES

| ISSUE | SUBMISSION DATE RANGE | MAILED |
|-------------|--------------------------|--------------|
| Fall Winter | May 1 - June 15 | Mid-August |
| Spring | November 1 - December 10 | Mid-February |
| Summer | January 15 - February 28 | Mid May |

AD SPECIFICATIONS AND RATES

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

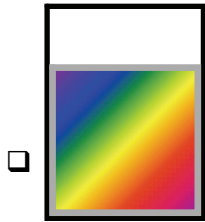
Format - .pdf .jpg (Compression: "high" or "maximum") .eps .tif (Saved to the following resolution: 300 dpi)

Graphic Design Fees - Additional fees may apply for editing existing ads, no charge for camera ready artwork

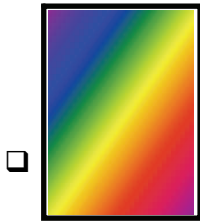
Notes - Advertisements must be relevant to the Rancho Santa Margarita community and not contrary or detrimental to the City's mission, organizational values, image and/or interests. Types of advertisement prohibited include, but not limited to, promotion of tobacco, alcohol, pornography, obscenity and messages of political or religious nature or connotations.

Camera ready artwork may be submitted via e-mail to: jrussi@cityofrsm.org or put on a cd and mailed to the address below.

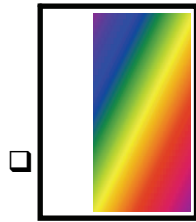
You will receive one proof of the copy for your approval.



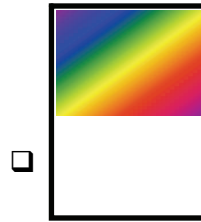
BACK COVER
4-COLOR
.25" Bleed on all sides
8.375" w x 8.50" h
One Time: \$1,700



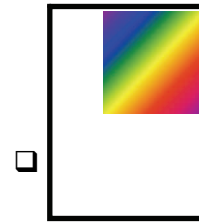
FULL PAGE AD
4-COLOR
No Bleed
7.75" w x 9.30" h
One Time: \$1,700



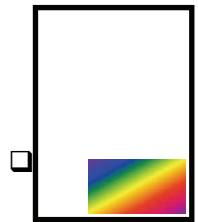
1/2 PAGE AD (V)
4-COLOR
No Bleed
5.10" w x 9.30" h
One Time: \$850



1/2 PAGE AD (H)
4-COLOR
No Bleed
7.75" w x 4.50" h
One Time: \$850



1/4 PAGE AD
4-COLOR
No Bleed
5.10" w x 4.50" h
One Time: \$425



1/8 PAGE AD
4-COLOR
No Bleed
5.10" w x 2.25" h
One Time: \$275

Issue(s):

FALL WINTER: September, October, November, December, January, February

SPRING: March, April, May

SUMMER: June, July, August

LESS 10% DISCOUNT - ALL-THREE ISSUES

Enclosed is my check made payable to the City of Rancho Santa Margarita.

Rate:

\$ _____

\$ _____

\$ _____

SUB TOTAL \$ _____

(\$ _____)

\$ _____

Business Name: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Authorized by: _____

Organization Representative: _____ Date: _____

Pricing effective July 1, 2013.

For more information, please contact Judi Russi in the Community Services Department at: 949-635-1835 or jrussi@cityofrsm.org

City of Rancho Santa Margarita Community Services | Bell Tower Regional Community Center
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www.cityofrsm.org