

# Advertising with Northville Parks & Recreation Fall 2017

Continue To Promote Your Business  
Through Community Advertising!



We realize that your business is the most important and personal investment you've made in your life and in our community. Northville Parks & Recreation and your unique business make the Northville community a vibrant place to live, work and play.

The Northville brochure is our way of marketing our classes, leagues, programs and upcoming community events to our residents, while serving thousands of people weekly.

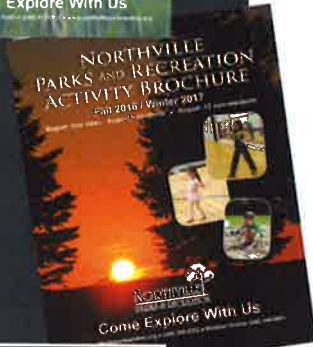
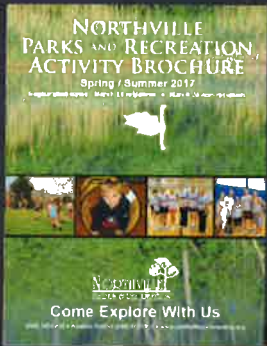
- **NOW published quarterly (4 times per year), in August for Fall, December for Winter, February for Spring and May for Summer activities.**
- **Directly mailed to approximately 27,000 Northville & Novi (Northville Schools) Households**
- **Available on-site at the Recreation Center at Hillside, Community Center, City Hall, Township Hall, Northville Library, Northville Chamber of Commerce and more!**
- **Publication is also available online**

By placing your company's ad in this publication it will increase your exposure, elevate your brand, increase visibility, attract potential customers, shows community support and strengthens community ties. With this form of advertising, we can put your business into the resident's hands by direct mail twice a year.

Need More Reasons To Advertise In Our Brochure?

- On average, each brochure has a 5-6 month shelf life
- It is the MOST cost effective way to reach all residents within the Northville community
- Less expensive than direct mail
- Targets your audience and increase effectiveness
- Results can be tracked
- Consistently used by families throughout the year
- Excellent channel to reach families and youth

We have ad opportunities to fit every budget, starting as low as \$195. Take a few moments to review this packet so we can discuss the possibilities and how your business can benefit from this unique advertisement opportunity as there is no more efficient or effective way for your business to reach every home in the Northville Community.



Reserve Your  
Ad Today!

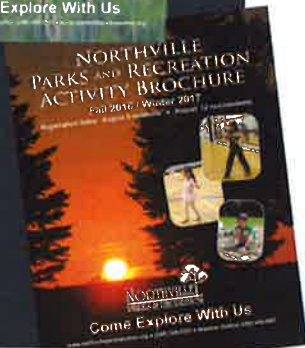
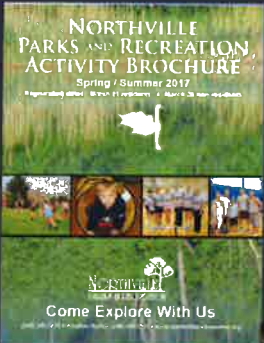
## 3 EASY STEPS:

1. Select Ad Size & Rates
2. Choose Artwork Specifications
3. Review, Sign & Fax Order Contract



# Pricing & Deadlines Fall 2017

**NOW a full color,  
glossy paper publication,  
printed 4 times/ year!**



Color	Interior Page			Cover/Back	
	Quarter Page 3 1/4" W x 4 5/8" L	Half Page 6 3/4" W x 4 5/8" L	Full Page 6 3/4" W x 9 1/2" L	Inside Front 6 3/4" W x 4 5/8" L	Outside Back 6 3/4" W x 4 5/8" L
Northville Parks & Recreation homes per mailing	\$215	\$315	\$590	\$665	\$765
Special Pricing for Annual Commitments & Non-Profits (10% off)	\$195	\$285	\$535	\$600	\$690

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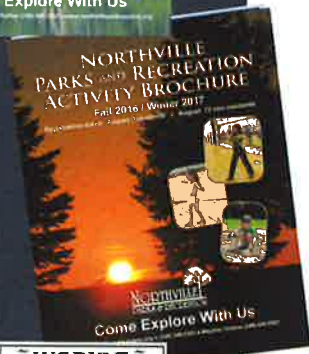
Want to discuss the options above? Please contact Lindsey at [lbutzin@ci.northville.mi.us](mailto:lbutzin@ci.northville.mi.us) or 248-349-0203 ext.2872

**LIMITED  
SPACE  
FOR ADS!  
CONTACT US  
Now!**

**FALL BROCHURE  
FINAL DEADLINE  
IS  
MAY 8TH**



# Artwork Specifications Fall 2017



INSPIRE	
March - April 2017	
Northville Senior Adult Services 1000 W. Main St., Northville, MI 48161 Phone: 248-349-0429	
Name of Donor	Amount
1. [Name]	\$100
2. [Name]	\$50
3. [Name]	\$25
4. [Name]	\$10
5. [Name]	\$5
6. [Name]	\$5
7. [Name]	\$5
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97. [Name]	\$5
98. [Name]	\$5
99. [Name]	\$5
100. [Name]	\$5

Reserve Your  
Ad Today!

## 3 EASY STEPS:

1. Select Ad Size & Rates
2. Choose Artwork Specifications
3. Review, Sign & Fax Order Contract

### Publications Deadlines:

- I will provide camera ready artwork** (PDF preferred)  
Ad sizes: ¼ Page (3 ¼"W x 4 5/8"L), ½ Page (6 3/4"W x 4 5/8"L),  
Full Page (6 ¾"W x 9 1/2"L)  
Colors: CMYK only, Images: 300dpi and up
- \***Client supplied Artwork:** All advertising should be provided in a digital format.
  - Required format for black/white or four-color digital advertising is hi-res Adobe Acrobat PDF file format (version 3.0 compatible) with all formats and images embedded.
  - Embedded images must be a minimum of 266 ppi (pixels per inch) color images must be CMYK.
  - Post script Type 1 fonts are strongly preferred. Files containing composite or master fonts will not be accepted.
  - Files containing RGB or LAB image will not be accepted.
  - Files created in Microsoft Publisher will not be accepted.
  - Files containing Open Prepress Intercede (OPI) comments will not be accepted.
  - Advertiser agrees to waive the right to have a proof submitted and to assume responsibility for all error on printed ad
  - For further instructions on how to prepare your digital advertisement please contact Lindsey at [lbutzin@ci.northville.mi.us](mailto:lbutzin@ci.northville.mi.us) or 248-349-0203 ext.2872.

- \$65 Revisions to existing advertisement on file.**  
\*Based on design and files provided, additional charges may apply.  
Revisions include resizing, cropping, changing expiration dates, etc.

- Please design my Ad**  
Rate\*: \_\_\_ ¼ page: \$99  
          \_\_\_ ½ page: \$150  
          \_\_\_ Full page: \$225

### Get us started:

- Send us your logo (EPS or PDF preferred)
- Basic content (example: copy and account or offer)
- Images (300dpi and up)

\*Above rates are based on 1 revision to the original proof. Any further revisions will be subject to additional charges.

- Respect Artwork, No charge**
- Notes included on separate sheet**

### Advertising Deadlines & Mail Dates...

Fall 2017 in homes the in early August, Art deadline – May 8th



# Print Order Contract Fall 2017

Fill out and sign Print Order Contract and email to [lbutzin@ci.northvillemi.us](mailto:lbutzin@ci.northvillemi.us) or to fax to 248-380-8611 or mail to Northville Parks and Recreation, 700 West Baseline Rd, Northville, MI 48167.

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Non-Profit: Yes/No

Business Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

I acknowledge upon signing this agreement that I have carefully read the artwork specifications. I am authorized to make this purchase on behalf of the company listed above. Payment required with signed agreement.

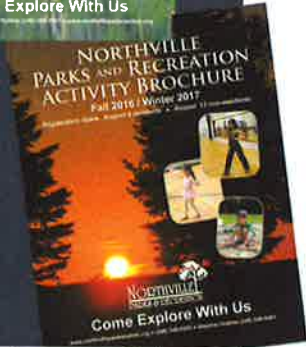
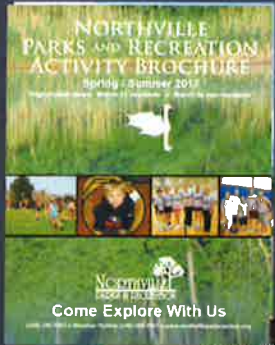
Advertisers Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- I will provide camera ready artwork” (PDF preferred)  
Ad sizes: ¼ Page (3 ¼”W x 4 5/8”L), ½ Page (6 3/4”W x 4 5/8”L),  
Full Page (6 ¾”W x 9 1/2”L)  
Colors: CYMK only, Images: 300dpi and up
- Attached is the Art Work Specifications Sheet. Please design my Ad.

**Payment Information:** Ad Size: \_\_\_\_\_ Ad fee: \_\_\_\_\_

- Cash
- Check # \_\_\_\_\_ Driver’s License Number: \_\_\_\_\_
- Please ask for an invoice to pay via Credit Card via online at

<http://webtrac.northvilleparksandrec.org/wbws/northvillewebtrac.wsc/splash.html>



INSPIRE	
March - April 2014	
Northville Senior Adult Services	
200 N. Main St., Northville, MI 48167 Phone: 248-380-2222	
Class of Events	
Event Dates	
Event Location	
Event Description	
Event Cost	
Event Contact	
Event Sponsor	
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