



CITY OF OAK PARK

Department of
Economic Development & Communications

Mayor
Marian McClellan
Mayor Pro Tem
Solomon Radner
Council Members
Carolyn Burns
Ken Rich
Regina Weiss
City Manager
Erik Tungate

City Magazine Advertising Rate Contract

	Ad Type	Specs	Price
<p>Oak Park City Magazine/ Recreation Brochure</p> <p>*DESCRIPTION* City Magazine/Recreation Brochure that contains City announcements, departmental updates, news, events, services, and programs.</p> <p>*FREQUENCY* Quarterly.</p> <p>*DISTRIBUTION* <u>Mailing</u> Approximately 16,000 households and businesses. No PO Boxes.</p> <p><u>Online</u> City Website, Community E-Blast Mentions (approximately 1,800 emails).</p> <p>*AUDIENCE* Current, new, and potential Oak Park residents, public officials, local businesses, Recreation Program participants, surrounding communities, community partners, City employees.</p>	<p>Advertisement, Camera-Ready Art</p>	<p>Full Page/Full Color Ad 8" width x 10.5" height</p>	<p>\$600 (1 issue) \$1,100 (2 issues) \$1,600 (3 issues) \$2,000 (4 issues/Full Year)</p>
		<p>Half Page/Full Color Ad 4" width x 10.5" height OR 8" width x 5.25" height</p>	<p>\$300 (1 issue) \$550 (2 issues) \$800 (3 issues) \$1,000 (4 issues/Full Year)</p>
		<p>Quarter Page/Full Color Ad 4" width x 5.25" height OR 8" width x 2.50" height</p>	<p>\$150 (1 issue) \$275 (2 issues) \$400 (3 issues) \$500 (4 issues/Full Year)</p>
		<p>Eighth Page/Full Color Ad 2" width x 5.25" height OR 4" width x 2.50" height</p>	<p>\$75 (1 issue) \$138 (2 issues) \$200 (3 issues) \$250 (4 issues/Full Year)</p>
	<p>Ad Design</p>	<p>Professional ad design and layout</p>	<p>\$100 per ad</p>

*Prices are subject to change. Only a finalized contract and/or confirmation letter from the City of Oak Park guarantees pricing for specified terms and conditions.

**The City of Oak Park reserves the right to deny any advertisement. All advertisements must adhere to the City of Oak Park's advertising standards, be politically non-partisan, and comply with non-discrimination policies. The City of Oak Park reserves the right to determine advertising eligibility.

Contract Terms: IN WITNESS WHEREOF, the parties have executed this Agreement as of the date of the last of the individuals to sign.

Ad Type: _____ **Term:** _____ **Price:** _____

Advertiser Name: _____ **Address:** _____ **Phone:** _____

Advertiser Signature: _____ **Date:** _____

City of Oak Park Signature _____ **Date:** _____

Contact Colton Dale, Community Engagement and Development Specialist
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