

# Publication Sponsorships



## Connect with Community!

### Brochure Advertising

Grow your business through Northville Parks & Recreation brochure, your source for cost-effective local advertising! Over 20,000 copies are published 2 times a year and mailed to the community. People, places and programs of interest are highlighted, providing fun ways for families to explore the many attractions right in their own neighborhood, including YOUR business! Connect with us!

### Inspire Advertising

Senior Services produces a bimonthly newsletter filled with information, classes, special events, programs and more. 1,400 copies of this professionally published newsletter are available free of charge at various Northville facilities, including the Northville Community Center. An electronic version of the newsletter is also available online, expanding the readership footprint. Choose from a selection of advertising opportunities that offers great ways to reach your target market.

### Community Connection - E-Newsletter Advertising

If going paperless is more your style, the Northville Parks and Recreation E-Newsletter is right for you! Over 9,000 subscribers get the news to use in their inbox on a monthly basis! The E-Newsletter is a dynamic marketing opportunity, providing a direct connection to potential customers. With one click of your advertisement, subscribers will be taken directly to your website for immediate engagement. It's fast, economical and effective marketing.

	<b>\$1.25K</b>	<b>\$850</b>	<b>Ad only</b>
	<b>All Inclusive Package</b>	<b>Economy Package</b>	<b>No-Frills Package</b>

*A 10% discount will be applied for 3 pre-paid ads in calendar year.*

#### NPR SEASONAL BROCHURE

Full page ad in Northville P&R Seasonal Brochure	✓		\$1K
1/2 page ad in Northville P&R Seasonal Brochure		✓	\$750
1/4 page ad in Northville P&R Seasonal Brochure			\$350
Featured "call out" article in body of the brochure highlighting business or event. (Approx. 2"x 3")	✓		
Complimentary on-site table at seasonal event of choice.	✓		

#### INSPIRE NEWSLETTER

Full Banner ad in Bimonthly "Inspire" of choice	✓		\$200
1/2 Banner ad in Bimonthly "Inspire" of choice		✓	\$150
1/4 Banner ad in Bimonthly "Inspire" of choice			\$100
Complimentary on site table at Senior luncheon of choice offering direct marketing opportunity	✓	✓	

#### COMMUNITY CONNECTION E-NEWSLETTER

Business ad included in the season's monthly E-Newsletter (average 3 months)	✓	✓	
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## Northville P&R Brochure

Final Trim Size: 8.25"w x 10.75"d  
 Type Safety Margin: .25"  
 Full Bleed Allowance: .25" (8.5w x 11"d)  
 Head Margin: .25"  
 Face Margin: .25"  
 Foot Margin: .25"  
 White space between ads: .25"  
 Gutter space between columns: .25"

## Northville Senior Services Inspire

Final Trim Size: 8.5"w x 11"d

### Color:

CYMK is required for printing. All colors should be created in the CMYK format.

### Ad Sizes:

Sizes for all ads are noted in the charts to the right. Please make sure your ad is in the correct size prior to submission of your ad material.

### Bleeds for Full Ad Sizes:

Allow 0.25 inch past the trim size for all full-page bleed ads. Please ensure all ad copy is at least 0.5 inches in from the final trim.

### Margins:

Do not place any important ad copy less than 0.25" from final trim. Any type and/or images, that are within 0.25" of trim, run the risk of being cut off.

### Image Resolution:

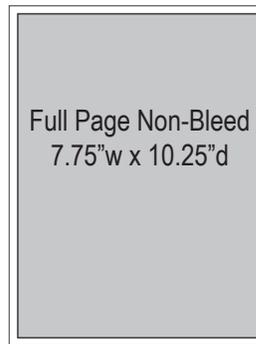
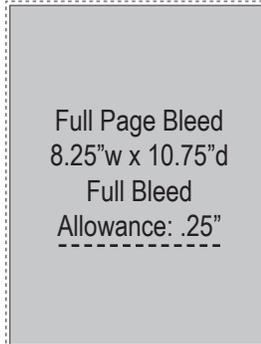
300 dpi final size is recommended for images. Images under 300 dpi can result in poor quality print.

### Accepted Files:

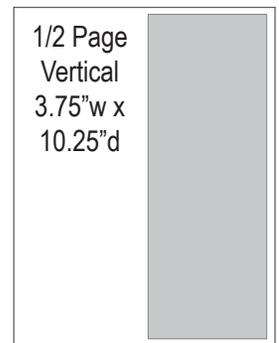
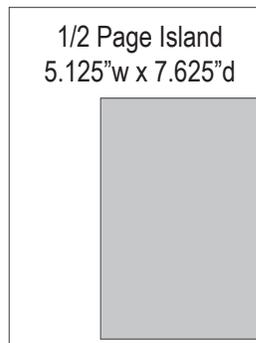
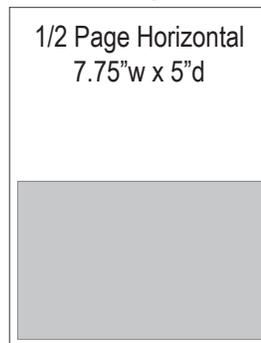
TIF, PDF, JPG All fonts must be embedded and the file must be flattened.

**Questions? Contact Northville P&R at  
 (248) 349-0203 or  
[recreation@twp.northville.mi.us](mailto:recreation@twp.northville.mi.us)**

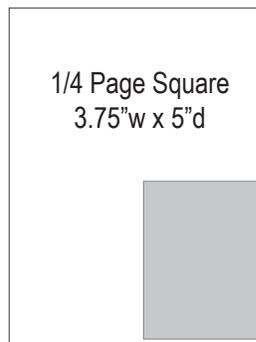
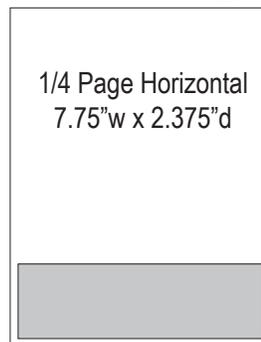
## Full Page Ad Options



## Half Page Ad Options



## Quarter Page Ad Options



## Inspire Banner Ad Option

