

metropolitan

A PUBLICATION OF THE ARTS & CULTURAL COUNCIL
FOR GREATER ROCHESTER

2012 MEDIA KIT

Metropolitan is published quarterly by the Arts & Cultural Council for Greater Rochester to promote the region's rich and diverse cultural industry. Our readers are educated, have a wide range of interests, and are active patrons and consumers.

Each issue of *Metropolitan* features articles and in-depth profiles related to all of the arts and a broad cross-section of our community, including history, science, business, and education. In addition, *Metropolitan* contains a three-month cultural events calendar, further extending the life and readership of the magazine.

Metropolitan is mailed directly to thousands of area residents and businesses, and distributed at over 200 locations throughout the region, including professional offices, hotels, cultural venues, and select retailers, such as Wegmans.

Visibility and Distribution

Print	Per Issue	Annually
Total Print:	15,000	60,000
Direct Mail:	4,000	16,000
Distribution Sites (200+):	11,000	44,000
Estimated Print Readership:	60,000	240,000

Email	Per Email	Annually
Recipients:	5,000	20,000

- Link to *Metropolitan* PDF
- List of participating advertisers
- Link to advertiser websites

Web	Per Quarter	Annually
Hits:	500,000	2 million

- *Metropolitan* PDF at ArtsRochester.org

Rates (Full Color Ads)	1 Issue		2 Issues		3 Issues		4 Issues	
		Members Save 10%	Save 10%	Members Save 15%	Save 15%	Members Save 20%	Save 20%	Members Save 25%
Back Cover/Inside Front Cover	\$2,000	\$1,800	\$1,800	\$1,700	\$1,700	\$1,600	\$1,600	\$1,500
Inside Back Cover	\$1,700	\$1,530	\$1,530	\$1,445	\$1,445	\$1,360	\$1,360	\$1,275
Full Page	\$1,400	\$1,260	\$1,260	\$1,190	\$1,190	\$1,120	\$1,120	\$1,050
1/2 Horizontal/Vertical	\$1,000	\$900	\$900	\$850	\$850	\$800	\$800	\$750
1/4 Standard/Horizontal/Vertical	\$650	\$585	\$585	\$550	\$550	\$520	\$520	\$485
1/8 Horizontal/Vertical	\$250	\$225	\$225	\$210	\$210	\$200	\$200	\$185

Publication Schedule

Issue	Reservation Deadline	Materials Due	Publication Date
Winter 2012	November 1	November 11	January 1
Spring 2012	February 1	February 10	April 1
Summer 2012	May 1	May 11	July 1
Fall 2012	August 1	August 10	October 1
Winter 2013	November 1	November 9	January 1



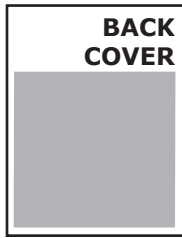
For more information, contact:
(585) 473-4000, ext. 205
MetAds@ArtsRochester.org

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277 North Goodman St.
Rochester, NY 14607

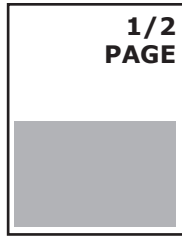
Mechanical Specifications



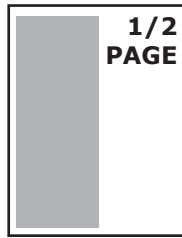
Full Page
8.375" x 10.875"
plus 0.125"
bleed on all sides
Non-bleed:
7.38" x 9.83"



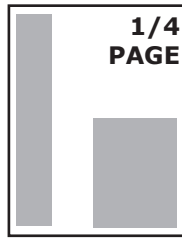
Back Cover
8.375" x 8.375"
plus 0.125" bleed
on sides & bottom
Non-bleed:
7.875" x 8.125"



1/2 Page Standard
8.375" x 5.5"
plus 0.125"
bleed on all sides
Non-bleed:
7.38" x 4.83"

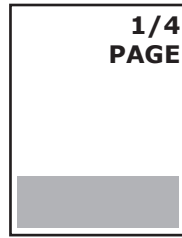


1/2 Page Vertical
4.10" x 10.875"
plus 0.125"
bleed on all sides
Non-bleed:
3.6" x 9.83"

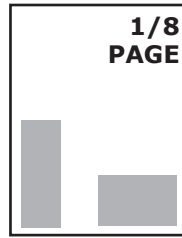


1/4 Page Vertical
1.72" x 9.83"

1/4 Page Standard
3.6" x 4.83"



1/4 Page Horizontal
7.38" x 2.33"



1/8 Page Vertical
1.72" x 4.83"

1/8 Page Horizontal
3.6" x 2.33"

Advertising Files

- Prepare all images at a resolution of 240-300 dpi at full size
- Prepare line art such as logos at 600-1200 dpi at full size
- Prepare color images for CMYK printing
- All images and fonts must be embedded or included with the file



Art Formats Accepted

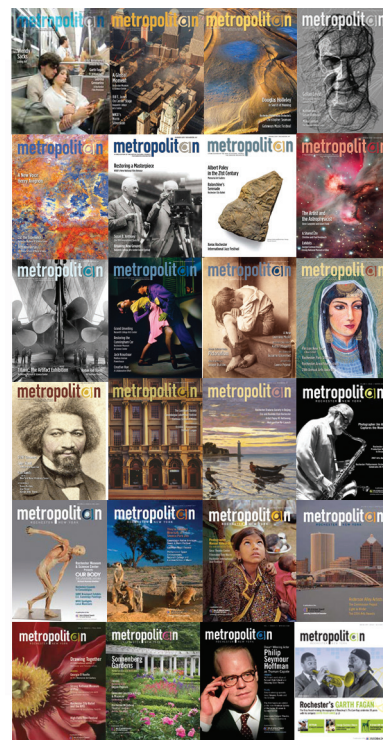
- Adobe PDF - *preferred format*
- EPS
- Illustrator
- InDesign
- Photoshop
- TIFF

Formats Not Accepted

- JPEG
- GIF
- Microsoft Office (Word, Excel, PowerPoint, Publisher)

About the Publisher

The Arts & Cultural Council for Greater Rochester is a nonprofit corporation serving arts, culture, and education in the ten-county greater Rochester region. Our mission is to strengthen the creative sector through grant programs, constituent services, and special initiatives; and to act as an advocate, planner, and funder, supporting artistic vitality and cultural diversity. *Metropolitan* is produced and published on a quarterly basis by the Arts & Cultural Council for Greater Rochester. The magazine promotes our region and is supported primarily through donations and advertising sales. For more information about our programs and services, visit ArtsRochester.org.



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