

POWER MARKETPLACE

Appleton • Fox Cities • Neenah
Menasha • Heart Of The Valley



APPLETON



FOX CITIES



NEENAH



HEART OF THE VALLEY

OUR READERS ARE **YOUR** CUSTOMERS.

Get in front of your best customers when you advertise in *Appleton Monthly* magazine. *Appleton Monthly* allows our advertisers to run larger ads while extending their market reach. It's simple, flexible, powerful and affordable. Advertisers want to get their high-impact message in the hands of as many consumers as possible.

NOW YOU CAN! *Appleton Monthly* will deliver the market, reach and get the results your advertising deserves. The *Appleton Monthly* offers its advertisers a variety of specials and services to assist advertisers in realizing their target audience.

MAKE THINGS HAPPEN. When the economy is down, you have to make things happen with consistent print advertising.

Everything you need to know...

We have a website
for that!

appletonmonthly.com

Fox Cities and Northeastern Wisconsin's most talked about monthly magazine. Quality and value at affordable rates.

Our focus is Appleton. Fox Cities.

The Spirit of Fox Cities

Where do the copies of
Appleton Monthly go every month?

POWER MARKETPLACE

Wisconsin's Third Largest Metro Market

Appleton Monthly Magazine

Serving Appleton and the Fox Cities.

Appleton Monthly is available at 525 high traffic vendor locations in Appleton, Neenah, Menasha, Heart of the Valley and the surrounding communities that make up the tri-county area. Reaching out to the readership and our valued advertisers who make *Appleton Monthly* possible.

APPLETON

FOX CITIES

NEENAH

MENASHA

FOX CROSSING

GRAND CHUTE

GREENVILLE

HORTONVILLE

DARBOY

LITTLE CHUTE

KIMBERLY

KAUKAUNA

HARRISON

SHERWOOD

Appleton

Monthly

Free, convenient and accessible to all, not a forced distribution.

Appleton Monthly P.O. Box 2705 Appleton, WI 54912

www.appletonmonthly.com

The Spirit of Fox Cities

Appleton

Monthly



MEDIA KIT

RATES & REACH

The Power of Print®

Appleton Monthly Magazine

A GENERAL INTEREST, ALL-INCLUSIVE MAGAZINE OF QUALITY AND VALUE.

Appleton Monthly is a general interest, full-color monthly magazine celebrating the active lifestyles and businesses in Appleton, the Fox Cities, Neenah, Menasha, the Heart of the Valley, and surrounding communities that make up the tri-county area. *Appleton Monthly* makes every day an adventure with its focus on Appleton and the Fox Cities. Each issue is a resource for our readership to use again and again with an unlimited shelf time. *Appleton Monthly* reaches readers, visitors, fans, and followers each month. *Appleton Monthly* provides an alternative advertising medium, while expanding your customer base and extending your marketing reach in Wisconsin's third largest metro market.



SOMETHING FOR EVERYONE

VOICE. BITS & PIECES. BUSINESS BRIEF. HEALTHY LIVING. UPFRONT. GOOD STUFF. SCENE. MUSIC VIBES. THEATER. MOVIES. DESTINATION USA. GREAT READS. SMIRKS. GO. SPORTS PAGE. ASK TAMMI. STYLE. BRAVO. TASTE. CHEF'S TABLE. CARLY'S PASTRIES. BITES. COFFEE CULTURE. FOOD & DRINK. WINE & DINE. BEER & BREWING. MORE. THIS IS HOME. COOKING AT HOME. THE MIX. GEAR & GADGETS. PET CARE. IN THE GARDEN. ONE MORE THING.

Our readers expect us to give them news, features and events that are clear and concise. Presented in a clean and inviting format while making it balanced, unpretentious and smart. We'll surprise them with facts and comfort them with reliability. *Appleton Monthly* is like no other publication.

The Appleton Monthly audience works hard and play hard. Our readers are your customers and we deliver in our active medium which engages our readers to think, converse, laugh, and yes, to buy.

Appleton Monthly makes it easier to reach that valued audience of consumers ages 18 to 60+ at over 525 selected high traffic vendor locations in the marketplace.

Now advertisers can reach consumers they cannot reach with any other print media. *Appleton Monthly* is timely, it's a must read, it's the alternative magazine to the daily and weekly newspapers as well as the monthly publications.

Appleton Monthly is a full color magazine that is designed to serve our advertisers and businesses alike with affordable rates while offering a great value.

Appleton Monthly is a magazine to be seen, read, and to be shopped.

MONTHLY AD RATES

AD SIZES

Full Page	\$890
Two-Third Page	\$540
Half Page	\$440
Quarter Page	\$340
Eighth Page	\$240

PREMIUM AD POSITIONS

Inside Front Cover	\$1,400
Page Three	\$1,200
Inside Back Page	\$1,400
Back Page	\$1,800

All ads include full color. We do not accept political ads, religious ads, or miscellaneous coupon advertising.

WE MAKE IT EASY

We believe that every business should be the one who decides when they want to advertise and how often. THERE ARE NO CONTRACTS TO SIGN. Only affordable rates in a quality and valued publication.

NO CONTRACTS. NO COMMITMENTS. NO OBLIGATIONS.

ADVERTISING DEADLINES

E-MAIL ADS TO: ads@appletonmonthly.com. Deadline for display ads is the 12th of the month prior to the issue's publication. Please include all art, copy, and camera-ready advertising. **CANCELLATIONS** and ad size changes are accepted until 5p.m. of the 12th. **PROFESSIONAL DESIGN SERVICES** are available to advertisers for their ads in *Appleton Monthly* at no charge. **PROOFS** (on ads 1/4 page in size or greater) are provided on request. Proofs are for checking accuracy only. Substantial changes in composed ads may incur production charges.

COMMISSION/TERMS

All rates on this card are net. No commissions allowed. The advertiser or agency will be liable for a 1½% monthly finance charge on past due billings. Payments due by the 10th of the month. *Appleton Monthly* reserves the right to suspend credit privileges for nonpayment.

CREDIT INFORMATION

All new accounts will be pay-in-advance until credit application has been submitted and approved.

ADVERTISING ACCEPTANCE

All copy must be in good taste and in accordance to our standards as to form, subject matter, size, illustration, and typography. Advertising that is considered detrimental to the public may be refused for publication. The publisher of *Appleton Monthly* reserves the right to revise, reject or cancel any advertising at any time.

Appleton Monthly is published on the first day of the month 11 times a year, and is distributed at 525 locations throughout Appleton, the Fox Cities, and the Heart of the Valley. If a holiday should fall on the first day of the month, *Appleton Monthly* will be distributed the following day throughout the marketplace.

INQUIRIES/QUESTIONS

Jon Croce 920.707.0013 | jcroce@appletonmonthly.com

Appleton Monthly is an independent publication and is locally owned. Published by Monthly Media, 817 East Fremont Street, Appleton, Wisconsin 54915, 920-707-0013. All rights reserved. Reproduction or use without permission of editorial or pictorial contents in any manner is prohibited. *Appleton Monthly* is printed in the State of Wisconsin, USA.

AD SIZE FORMATS

FULL
LIVE AREA:
7.25" x 9.875"

TRIM SIZE:
8.25" x 10.75"

BLEED:
EXTEND .25"
ON ALL FOUR SIDES

2/3 V
4.75" x 9.875"

1/4 V
2.25" x 9.875"

1/2 H
7.25" x 4.75"

1/4 H
4.75" x 4.75"

1/8 V
2.25" x 4.75"

1/2 V
4.75" x 7.25"

1/8 H
4.75" x 2.25"

DIMENSIONS:

FULL, bleed
8.25" x 10.75"

FULL, no bleed
7.25" x 9.875"

2/3 Vertical
4.75" x 9.875"

1/2 Vertical
4.75" x 7.25"

1/2 Horizontal
7.25" x 4.75"

1/4 Vertical
2.25" x 9.875"

1/4 Horizontal
4.75" x 4.75"

1/8 Vertical
2.25" x 4.75"

1/8 Horizontal
4.75" x 2.25"

The individual ad formats featured above illustrate both vertical and horizontal page placements.

AD SPECIFICATIONS

FILE FORMATS: Print quality PDFs preferred.

RESOLUTION: 300 DPI preferred.

COLOR MODE: CMYK (no spot colors).

Advertisements that do not conform exactly to the mechanical requirements shown will be enlarged, reduced, or floated at the discretion of the production department. *Appleton Monthly* cannot be held responsible for quality of reproduction if ad size has to be changed.

AD DESIGN SERVICE

Advertisers may submit ideas, logos, and information to our design services. *Appleton Monthly* will create most ads at no cost to our advertisers. Spec ads and ad proofs will be provided upon request. Final proofs will be approved by respective advertisers prior to publishing date.

PRODUCTION DEADLINES

ADVERTISING deadline is the 12th of the month prior to the issue's publication.

CAMERA-READY ADS are due the 17th of the month prior to the publication.

ADS REQUIRING PRODUCTION are due the 12th of the month prior to publication.

AD SUBMISSION: E-mail your ads to ads@appletonmonthly.com