

Activities Guide

Published quarterly by the City of Glendale, the **Glendale @ Play** features activities and information from the Community Services Department (Parks, Recreation & Neighborhood Services). Featured are hundreds of recreation programs, activities and classes for a variety of interest levels and ages including information on the Glendale Adult Center, Foothills Recreation & Aquatics Center, Sahuaro Ranch Park, Glendale Civic Center and the three Glendale libraries. The magazine features a bright, attractive, eye-catching glossy cover, full color throughout and is distributed free of charge.

circulation

- **Approximately 10,000+ direct mail.** Magazines are direct mailed to Glendale Parks & Recreation registered program participants and those who have requested a subscription. (Mailings are to a specific person, not "current resident.")
- **Approximately 3,500 e-mailed.**
- **Approximately 5,000 distributed throughout Glendale.** Distribution locations include Glendale Public Libraries, Glendale City Hall, Glendale Visitor Center, Glendale Adult Center (1,500+ members), Foothills Recreation & Aquatics Center (15,000+ visits/month) and more.
- The magazine, including advertisements, is online and available to view and download at **GlendaleAZ.com/ActivitiesGuide**. (650+ downloads/month)

City of Glendale demographics

Total Population: 234,632

Households: 78,393

Average Household Size: 2.89

Median Age: 34

Median Household Income: \$47,474

Source: U.S. Census Bureau 2009-13

advertising policies

A current contract is required for each ad placed. Ads must be submitted camera ready with typesetting, layout and artwork completed at advertiser's expense. Ads must be submitted by the publication deadline (see publication schedule at right). All copy and artwork must be approved by the City of Glendale prior to publication. The City reserves the right to reject any advertisement and will not publish advertisements that advocate or imply discrimination against any person because of race, religion, national origin, disability or sex. The City of Glendale will not accept any political, offensive, pornographic, cigarette/tobacco or alcohol advertising or sexually suggestive photos. The City of Glendale shall have sole discretion in the placement and location of all advertising. Attempts will be made to accommodate requested locations. The brochure shall contain a disclaimer stating: "NOTE: Advertising contained herein does not constitute an endorsement by City of Glendale or its staff." No refunds will be issued once the magazine has been received by the printer (generally 30 days prior to magazine mailing).

ad submittal essentials

RATES Per Issue 4-Issues*

| Color, inside pages | | |
|---------------------|-------|--------|
| 1/4 page | \$175 | \$650 |
| 1/2 page | \$300 | \$1100 |
| 1 page | \$500 | \$1800 |

| Color, cover pages | | |
|--------------------|-------|--------|
| 1/2 page | \$450 | \$1650 |
| 1 page | \$800 | \$2950 |
| Back page | \$875 | \$3200 |

* 4-issue contract must be signed with a commitment to advertise in four consecutive issues.

AD DIMENSIONS Width x Length

| | |
|-----------------------|------------------|
| 1 page | 7" x 9.125" |
| 1/2 page (vertical) | 3.375" x 9.125" |
| 1/2 page (horizontal) | 7" x 4.4375" |
| 1/4 page (vertical) | 3.375" x 4.4375" |
| 1/4 page (horizontal) | 7" x 2.125" |
| Back Page | 7" x 6.75" |

All ads must be submitted camera ready with typesetting, layout and artwork provided by the advertiser. Ads are accepted electronically or on CD in the following formats: press optimized PDF, EPS, Illustrator or Photoshop. EPS and Illustrator files must have fonts as outlines. The files may be e-mailed to cdewaele@glendaleaz.com or a CD forwarded to Cameron Dewaele, 5959 W. Brown St., Glendale, AZ, 85302.

publication schedule

WINTER Season / December-March
Distribution begins early December
- **Ad due November 1**

SPRING Season / March-May
Distribution begins late February
- **Ad due February 1**

SUMMER Season / May-August
Distribution begins early May
- **Ad due April 1**

FALL Season / August-December
Distribution begins early August 1
- **Ad due July 1**

► **For more information**
contact Cameron Dewaele
623.930.2824
cdewaele@glendaleaz.com