

Why Advertise?

Here are just a few benefits of advertising with us:

- ✦ **Home delivery:** *McHenry County Living* is delivered to more than 13,000 homes with a targeted high-income and high-education demographic.
- ✦ **Local businesses:** Thousands more copies of *McHenry County Living* are distributed to hundreds of local businesses — including every advertiser — and every library in the county.
- ✦ **Local editorial and imagery** keeps readers engaged in our pages and the magazines enjoy a long shelf life. Your ad is seen over and over again.
- ✦ **Affordable advertising** allows businesses to run high-impact, four-color ads six times a year. Full and half-page ads offer the best value and branding opportunity for the money and create top-of-mind awareness of your business among readers.
- ✦ **Value-added services for clients:** We promote your businesses and events through our online business directory, calendar and weekly e-newsletter, as well as social networking sites.
- ✦ **We're here for the long haul — and want you along for the ride:** Magazines are our passion, and with more than 20 years of publishing experience, we intend to tell your stories for years to come.



McHenry County Living Ad Rates and Specs

McHenry County Living offers affordable advertising opportunities for every budget. For as little as \$199 per issue, your business can be in front of the very people you aim to reach through your products and services.

Ad Size	1x	3x	6x	12x (2 Years)
Full Page	\$1630	\$1525	\$1400	\$1200
Half Page	\$985	\$850	\$740	\$599
1/4 Page	\$799	\$675	\$530	\$399
1/8 Page	n/a	n/a	\$250	\$199

Premium Positions	6x	12x (2 Years)
Inside Front Cover	\$2300	\$2300
Inside Back Cover	\$2100	\$2100
Back Cover	\$3450	\$3450
Opposite TOC	\$1995	\$1995
First 4 Pages	\$1995	\$1995

All prices are gross and include full color.
Ad production at no charge on all 6x schedules.

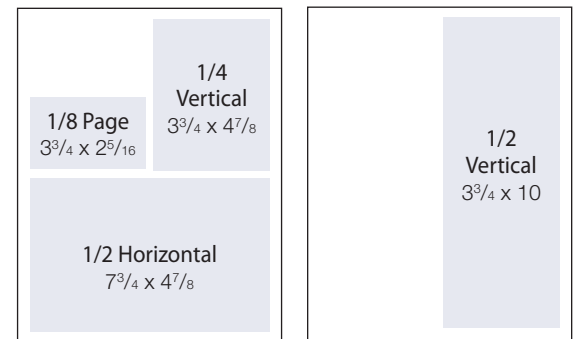
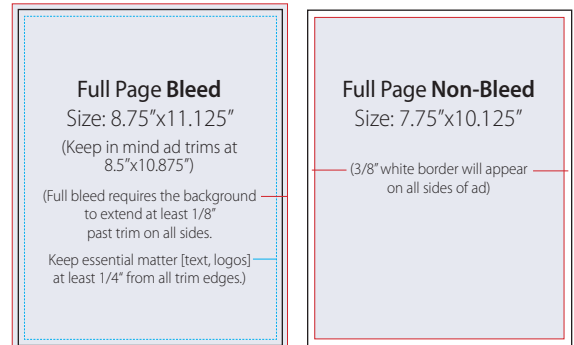
Advertising Materials:

All 6x ad schedules include turnkey design and production services.
For those submitting your own advertisement please follow these guidelines:

- Digital Files Only
- Prepare Files as CMYK with crop marks
- Supported formats: PDF, EPS, TIFF, PSD
- Artwork and photos 300 DPI minimum at 100% desired print size

Send materials to: production@mchenrycountyliving.com

Trim Size: 8.5" x 10.875"



First number is width of ad; second number is height

Full page is only size where bleed is available;
all other ad sizes are non-bleed only