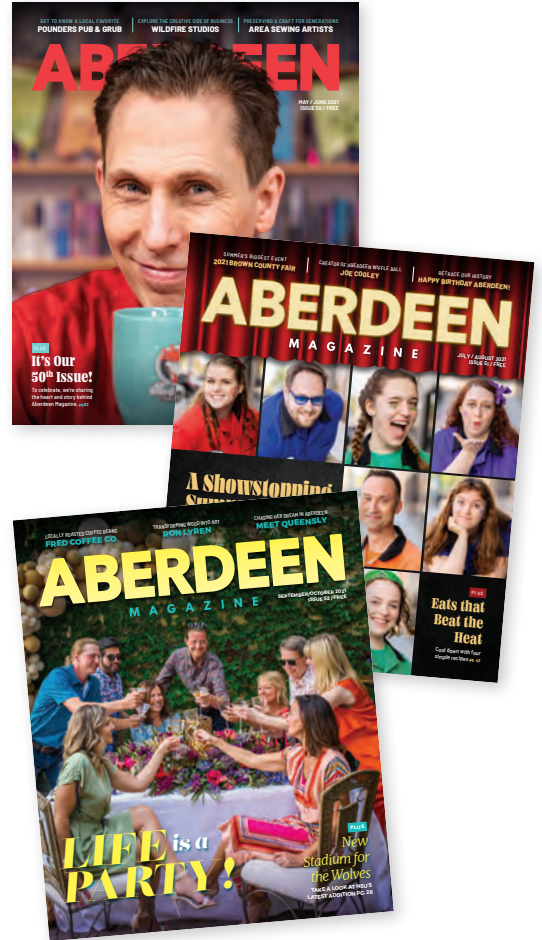


Engage Your Community!

What is *Aberdeen Magazine*?

Aberdeen Magazine is a free lifestyle and culture magazine for the Aberdeen, South Dakota community and region. Our goal is to champion our community, position it in a positive light, and promote those doing good things for our future. *Aberdeen Magazine* has grown greatly since its beginning in 2013 and has been collected, saved, and shared by many. There is currently nothing like it available to the people of our area. In fact, we are the largest color glossy publication dedicated to Aberdeen.

The sophisticated look of *Aberdeen Magazine* and its varied content caters to all walks of life and strives to connect our editorial and advertising to a very broad target market. The one thing most have in common is that they all live in Brown County. They all need to eat, they need housing, transportation, healthcare, professional services, and recreation. Because of Aberdeen's attractions, year round, a fair amount of visitors also enjoy *Aberdeen Magazine*. The publication is well liked, and loved, by the community, in fact, the Facebook page has over 5,500 followers. //



ADVERTISING CLOSING DATES

Issue	Commitment Deadline	Ad Deadline
JAN/FEB	November 22	December 3
MAR/APR	January 21	February 4
MAY/JUNE	March 18	April 4
JULY/AUG	May 20	June 3
SEPT/OCT	July 22	August 5
NOV/DEC	September 16	October 3



QUESTIONS? JUST GIVE US A CALL!

Julie Lillis

SALES REPRESENTATIVE

email: julie.aberdeenmag@gmail.com

phone: 605.226.3481 EXT. 23 mobile: 605.290.7590

About the Publisher

Aberdeen Magazine is a product of McQuillen Creative Group, Inc. (MCG) of Aberdeen, South Dakota. MCG has been providing advertising and marketing services since 1995. Our specialties include publication design, logo design, advertising, brochures, catalogs, websites, and video production. Along with *Aberdeen Magazine*, MCG maintains a website for the magazine, an active Facebook page (over 5,500 followers), produces video news segments, two special Weddings editions per year, and occasionally produces news stories on topical happenings between publications. We also host two Fashion Style Shows each year.



MCQUILLEN CREATIVE GROUP

www.mcquillencreative.com

Who's Reading?

Grocery stores tend to be the most popular distribution points in Aberdeen. We stock four different grocery stores and they all have unique and common shoppers. We travel to nearly 200 different businesses and offices in the course of a two-month cycle. Unlike most all other free magazines, we restock on an ongoing basis several times per issue. Using a readership multiplier of 2.5X per freely distributed issue, we estimate a minimum of 16,800 readers, every two months. It is our goal to get all 6,500 copies out in circulation, but, on average when a new issue comes out, we typically pick up about 50-80 copies of the previous issue. Those are given out from our office or sold online as back-issues. We maintain a nationwide subscription base of over 200 people.

200 

Businesses and offices delivered to

6,500 

Picked up free by shoppers and visitors

215 

Mailed to paid subscribers

16,800 

Readers

Reach Full page ad cost per 1,000 readers is \$74.40, or about 7¢ per reader. (including subscribers)

Online Activity

Aberdeen Magazine's Facebook page is quite active with over 5,500 followers. All advertisers are tagged for free in Facebook posts on a rotational basis. Our posts average 700 reach and 35 engagements. Some posts are as high as 4,000 users reached. Posts include story shares from our website, video segments, contests and new issue announcements. Our website is visited by someone from every state in the country. We average about 5,000 page views per month. //

700 

Post reach

5,500 

Page views per month

ADVERTISING RATES (per issue)

Regular Ads	1 Issue	3 Issues	6 Issues
Full page	\$1,250	\$1,150	\$1,050
2/3 page	\$900	\$850	\$800
1/2 page	\$750	\$695	\$640
1/3 page	\$510	\$485	\$460
1/4 page	\$395	\$375	\$355
1/6 page	\$280	\$270	\$260

Premium Ads

Inside front cover	\$1,400	\$1,300	\$1,200
Inside cover spread	\$2,170	\$1,970	\$1,770
Back cover	\$1,710	\$1,610	\$1,510
Inside back cover	\$1,300	\$1,200	\$1,100
Full-Page Spread	\$1,870	\$1,770	\$1,670
Half-Page Spread	\$1,350	\$1,250	\$1,150

AD SPECIFICATIONS

Please submit your ad art at the appropriate size in high resolution (300 dpi) CMYK files. Please convert all spot colors to process. PDF file type is preferred. Please ensure all black type is set to print "black" and overprints where appropriate. Email all ads to julie.aberdeennmag@gmail.com.

IF YOU DON'T HAVE AN AD

The designers at *Aberdeen Magazine* will professionally design your first ad at no charge. You must provide high resolution images, text, logo, and contact information. You will have the opportunity to review your design. If after the second proof you still require changes, you will be charged \$95 an hour for additional alterations. The finished ad will remain the intellectual property of *Aberdeen Magazine* and may not be used for other publications without permission.

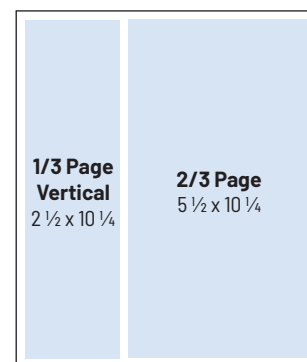
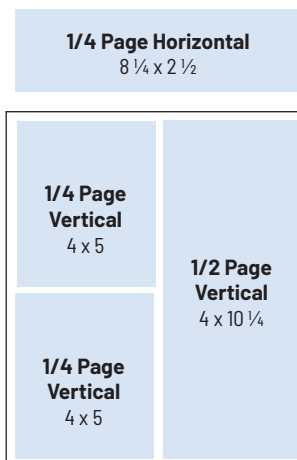
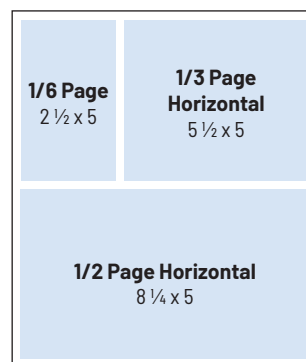
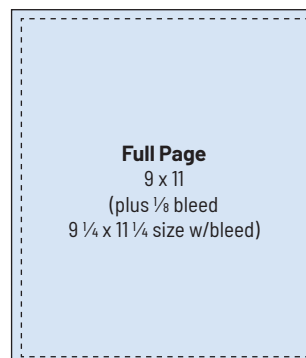
DIGITAL ADD-ONS

2 Facebook Posts of your Print Ad \$200

Branded Blog Post on AberdeenMag.com

300 word max	\$200
500 word max	\$250

AD SIZES



- For full-page ads the live area (area that all text and logos must fall inside) must be at least 3/8" from the trim, and all bleeds must extend at least 1/8" beyond trim.
- Ads and embedded artwork must be CMYK and at least 300 DPI.
- Only PDF or TIFF files will be accepted.
- We are not responsible for the readability of copy below 10-point in size.

QUESTIONS?
JUST GIVE
US A CALL!



ADVERTISING AGREEMENT CONTRACT

Business Name _____ Client Name _____

Cell Phone _____ Business Phone _____

Client Email _____

Address _____

City _____ State _____ Zip _____

Accounts Payable Contact _____ Phone _____



Issue	Ad Size	Rate	Balance Due By
_____	_____	\$ _____	_____
_____	_____	\$ _____	_____
_____	_____	\$ _____	_____
_____	_____	\$ _____	_____
_____	_____	\$ _____	_____
_____	_____	\$ _____	_____
_____	_____	\$ _____	_____
_____	_____	\$ _____	_____
_____	_____	\$ _____	_____

1. Prior to publication, PUBLISHER reserves the right as to which page and position the advertisement shall be placed unless advertiser has purchased a premium position.
2. LIABILITY FOR ERRORS AND OMISSIONS: PUBLISHER cannot warrant the accuracy of the information supplied by the ADVERTISER. No liability can be assumed by the PUBLISHER for inaccurate information supplied by the ADVERTISER. It is the RESPONSIBILITY of the ADVERTISER to PROOF ad for ACCURACY, OMISSIONS, or ERRORS before signing or emailing approval for ad. In no case will the PUBLISHER be held liable after proof has been approved by email or signed by the ADVERTISER. LIMITATION of LIABILITY ALLOWANCE: PUBLISHER REIMBURSEMENT will not exceed the cost of the ad.
3. PROJECTED DELIVERY: The ADVERTISER acknowledges that the U.S. Post Office agrees to deliver the finished magazine within 10 days of the stated delivery date.
4. A \$35 service charge will be assessed for checks returned due to insufficient funds. It is agreed that any collection expenses or legal fees incurred in collection of this account shall be paid by the ADVERTISER with interest and 5% per month will be charged on accounts 30 days past due.
5. Upon failure of the ADVERTISER to pay when amount is owed, it is the option of *Aberdeen Magazine* to withhold printing of ADVERTISER'S ad for specified issues.
6. All photos, layout and design created by *Aberdeen Magazine* are the sole property of *Aberdeen Magazine* and my NOT be used by any other source for any reason.

Advertiser Signature _____ **Date** _____

Aberdeen Magazine Sales Representative _____ **Date** _____

ALL PAYMENTS ARE 100% GUARANTEED AND WILL BE REFUNDED SHOULD MAGAZINE FAIL TO LAUNCH

CREDIT CARD AUTHORIZATION FORM

Aberdeen Magazine accepts credit cards as a convenient method of payment. Please provide your information below and sign to authorize payment.

I, _____, (name) authorize *Aberdeen Magazine* to withdraw payment for:

single issue (date) _____ for multiple issues (dates) _____

Advertiser's Name _____ (company name)

Card Number _____

Expiration Date (mm/yy) _____ Security Code _____

Card Holder's Name _____ (exactly as shown on card)

Card Billing Address _____ (name/company)

City _____ State _____ Zip _____

Card Holder's Phone Number _____

Email _____

Send Receipt to (if different) _____ (name/company)

City _____ State _____ Zip _____

Authorized for all charges, including pre-payments

Card Holder Signature _____ Date _____

ALL PAYMENTS ARE 100% GUARANTEED AND WILL BE REFUNDED SHOULD MAGAZINE FAIL TO LAUNCH