

# FiND IT FREDERiCK

FiND iT Frederick is different. It's colorful, fun, sometimes funny: proof that informative doesn't have to mean dull. The NEW, bold design just screams "pick me up!"

FiND iT Frederick is a distinctive magazine that fuses funky and functional. Complete with a mix of entertaining articles and audacious graphic design, it's unlike anything else around town.

Both residents and day-trippers are reaching for FiND iT Frederick to see who's who and what's where in and around Frederick—from the newest in noshing to the area's best bargains and most unique finds. It covers what's hot in culture, arts and nightlife, so make sure your business is there for them to FiND in each issue!

## IN EVERY ISSUE

▼ **WHERE IS IT?** A quarterly contest that gets our readers out into the community as they attempt to beat the clock in identifying where the featured image is located in Frederick County. The winner is rewarded with a gift card from a local business.

▼ **MAIN EDITORIAL** Editorial includes stories that encourage our local and visiting readers to SAVOR, SHARE, SHOP, MOVE, LEARN, and VISIT...Frederick County and surrounding areas.

▼ **FIND ITS** A collection of quick looks at the new, clever, interesting, and/or "best-kept-secrets" of Frederick County.

- ▼ **PUBLISHED EACH SEASON**, four times a year
- ▼ **40,000 COPIES PRINTED** per year
- ▼ **DISTRIBUTED TO OVER 450 LOCATIONS** throughout Frederick County and the surrounding counties—find it in your favorite boutiques, restaurants, art galleries, museums, sports and recreational centers, and other select retailers as well as hotels, welcome centers, and tourism offices
- ▼ **LIVE LINKS IN THE DIGITAL MAGAZINE** allow online readers the opportunity to click on a URL in an ad and be instantly directed to an advertiser's website



Phone: 301-662-6050  
FiNDiTFrederick.com



## ADVERTISING RATES Nonprofits receive a discounted rate of 20% OFF.

PRINT AD SIZE	1X	2X	4X
Full Page	\$1400	\$1050	\$910
1/2 Page	\$770	\$616	\$500
1/3 Page	\$540	\$432	\$351
1/4 Page	\$420	\$336	\$273
1/6 Page	\$233	\$184	\$151
1/12 Page	\$152	\$120	\$98
Inside Front – Left (Page 2)	\$2030	\$1827	\$1625
Inside Front – Right (Page 3)	\$1890	\$1700	\$1500
Back Cover	\$2300	\$2070	\$1840
Inside Back	\$2030	\$1827	\$1625
Double Truck – 2 Pages	\$2240	\$1790	\$1450

## RESERVE SPACE NOW!

Call our advertising department to discuss the opportunities.

**Kelsey White | Account Representative**  
 Phone: 301-662-6050, ext. 13  
 Email: [Kelsey@PulsePublishing.net](mailto:Kelsey@PulsePublishing.net)

**Donna Elbert | Publisher**  
 Phone: 301-662-6050, ext. 11  
 Email: [Donna@PulsePublishing.net](mailto:Donna@PulsePublishing.net)

## AD DESIGN FEES

Fractional Page Ad ..... \$35\*\*

Full Page Ad ..... \$65\*\*

Double Truck Ad (2 Full Pages) ... \$100\*\*

Updates/edits or resizing to an existing ad designed by Pulse Publishing, LLC ..... \$20\*\*

*\*\* Advertiser supplies copy and images. Prices include an initial ad proof and ONE round of edits. Prices do NOT include copy writing, copy editing, photography, or illustration. Should you need photography, stock images are available for \$35 per image.*

## ADVERTISING DEADLINES & DUE DATES

	SPACE RESERVATION DEADLINE	ADVERTISING MATERIALS DUE	DISTRIBUTION OF MAGAZINES
<b>SPRING 2018</b> July / August / September	March 2, 2018	March 8, 2018	April 2018
<b>SUMMER 2018</b> July / August / September	June 1, 2018	June 7, 2018	July 2018
<b>FALL/HOLIDAY 2018</b> October / November / December	August 31, 2018	September 6, 2018	October 2018
<b>WINTER 2019</b> October / November / December	November 29, 2018	December 6, 2018	January 2019
<b>SPRING 2019</b> July / August / September	March 1, 2019	March 7, 2019	April 2018
<b>SUMMER 2019</b> July / August / September	May 1, 2019	June 6, 2019	July 2019

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## ADVERTISING SPECIFICATIONS

**FILE FORMAT** All advertising should be created in Adobe InDesign, Photoshop, or Illustrator and must be saved in PDF format with fonts and graphics embedded for Macintosh.

**AD DIMENSIONS** must match those specified below.

**PHOTO RESOLUTION** must be 300 dpi or higher. Save all images as CMYK, grayscale tiffs, or eps. We cannot guarantee the print quality of electronic photographs intended for use on the internet, since they are saved at a lower resolution of 72 dpi.

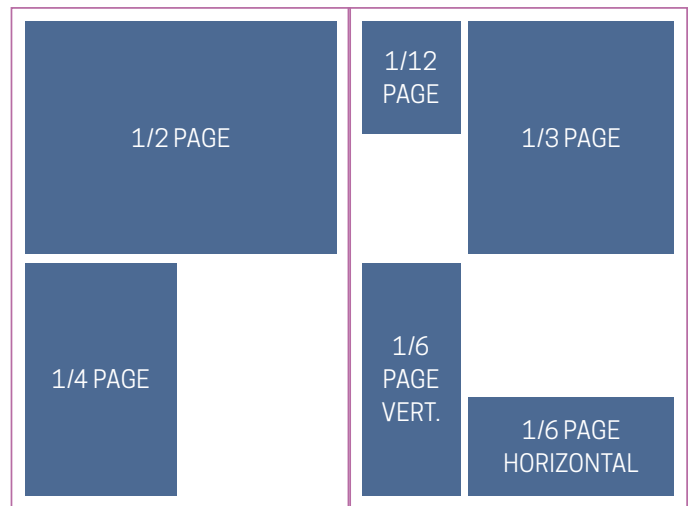
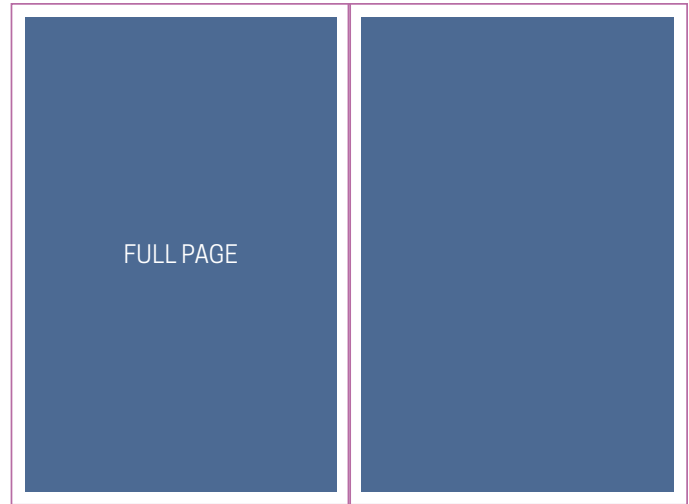
**IMPORTANT** For 4-color process ads, all spot colors (Pantone) must be converted to CMYK.

**LABEL** your advertisement with the name of your business and the publication, e.g. Monica's Interiors Ad\_FIF.pdf.

**PLEASE NOTE** If the above advertising specifications are not followed, a \$65 charge will be issued for any ads that require correction by the FiND iT Frederick design department.

✉ **Submit ads via email to: [Advertising@PulsePublishing.net](mailto:Advertising@PulsePublishing.net)**

PRINT AD SIZE	WIDTH x HEIGHT
Full Page	6.25" x 9.50"
Full Page (BLEED)*	7.00" x 10.25"
1/2 Page	6.25" x 4.67"
1/3 Page	4.11" x 4.67"
1/4 Page	3.04" x 4.67"
1/6 Page - Vertical	1.97" x 4.67"
1/6 Page - Horizontal	4.11" x 2.25"
1/12 Page	1.97" x 2.25"
Double Truck - 2 Pages**	13.0" x 9.50"
Double Truck - 2 Pages** (BLEED)*	13.75" x 10.25"




\* **IMPORTANT:** For any full page or double truck two-page ad that you would like to bleed off the page, the document size of your ad **MUST** match the dimensions in the chart to the left (these dimensions include the bleed). Be sure to allow for .375" of safe space inside each of the four edges of the ad to ensure no critical information gets cropped in the trimming process.


\*\* **IMPORTANT:** No critical information should be placed in the center, one inch of a double truck, two-page ad due to the magazine being perfect bound.

# DIGITAL ADVERTISING

## SPONSORED CONTENT CUSTOMIZED DIGITAL MARKETING

Reach your demographics with customized native advertising promoted through FindItFrederick.com. Let us help you create a plan that will bring you visitors from our engaged audience.

 **Facebook.com/finditfrederickmag**  
Average Engagement Rate is 18%  
(Industry Average is 6%)

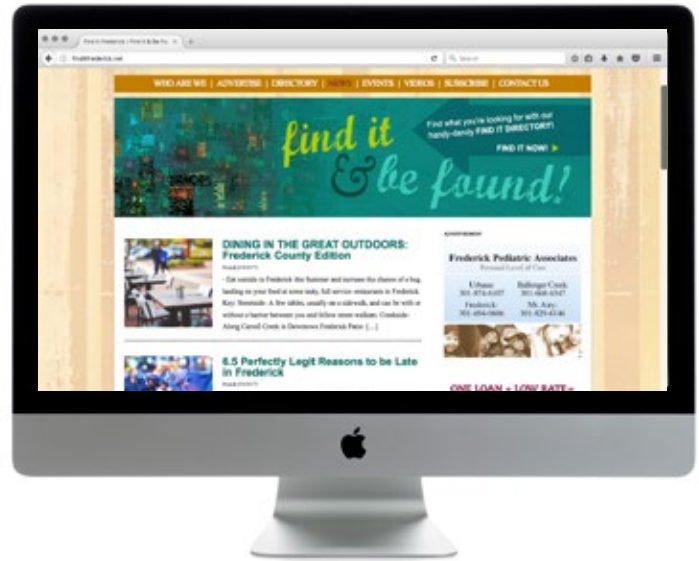
 **Instagram.com/finditfrederick**  
Average Engagement rate is 16%  
(Industry Average is 6%)

## LEARN MORE TODAY!

Call our advertising department to discuss the opportunities.

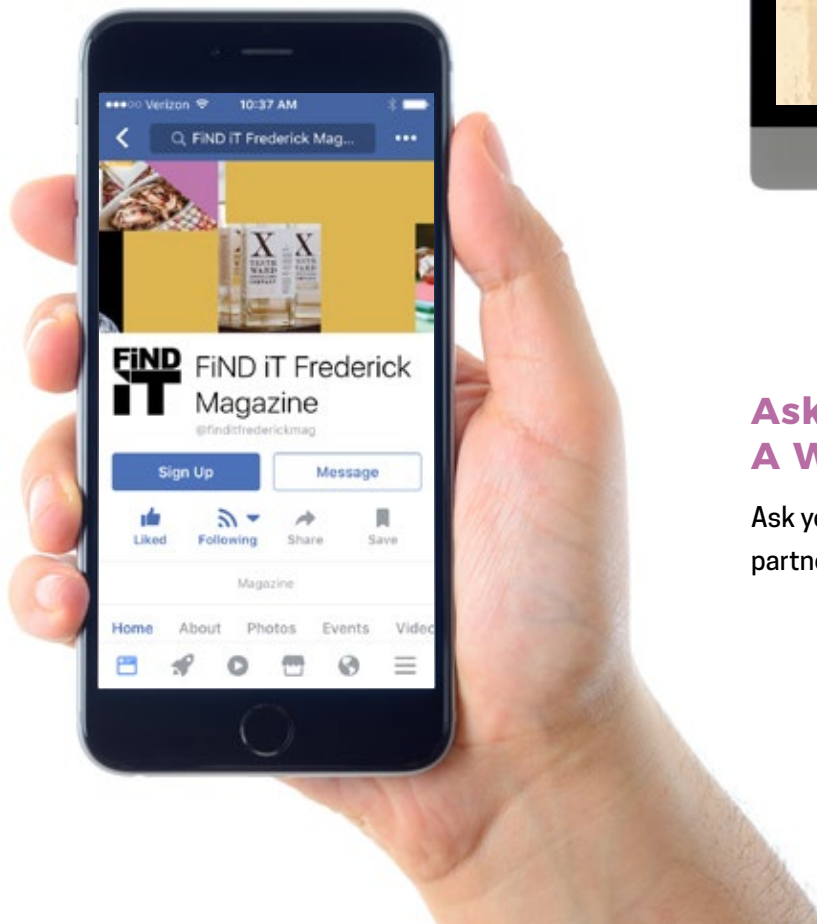
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## Ask Us About Being A Website Partner!

Ask your sales representative about our digital offerings, partnerships, and sponsored content.



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