

# 2024 Advertising Rates & Information



## POSITIVELY *focused* ON JACKSON

*Jackson Magazine* is a monthly publication produced by *Jackson Publishing Company* that highlights the positive aspects of the Jackson business community. Content is focused on executives, administrators and professionals who make an impact on life in our area. Editorial is in-depth, up-beat and 100% good news, guaranteed!

Each issue reaches more than 20,000 readers every month. *Jackson Magazine* is printed and distributed monthly to over 6,000 executives, managers and professionals in our area. The pass along rate is greater than 10,000, as people view the magazine in waiting rooms and reception areas throughout Jackson County. The online edition of the magazine receives approximately 2,000 visits each month. It is the perfect publication to share your message in a targeted, cost-effective manner.

## — DIGITAL ENHANCEMENTS —

Reach out to readers of *Jackson Magazine* with many digital enhancements available. With many people now reading content online, these digital options and links are valuable tools that enable the reader to instantly connect with your company.

### **CLICKABLE LINKS: NO CHARGE**

All websites in advertisements in the digital version are hyperlinked, enabling the reader to immediately visit the featured site. (Paid advertisers only)

### **INSET FULL PAGE AD: \$500**

Advertisers can purchase a full-page digital ad next to the cover or the outside back cover. (Limit 2 per publication)

### **SLIDE SHOW OF PICTURES: \$350**

This is an addition to any purchased ad which allows for a visual interest through pictures within the space.

### **VIDEO: \$350**

This is an addition to any purchased ad to capture the reader in an attention grabbing way. Videos must be submitted up to 60 seconds as an .mp4 file.

### **AUDIO: \$150**

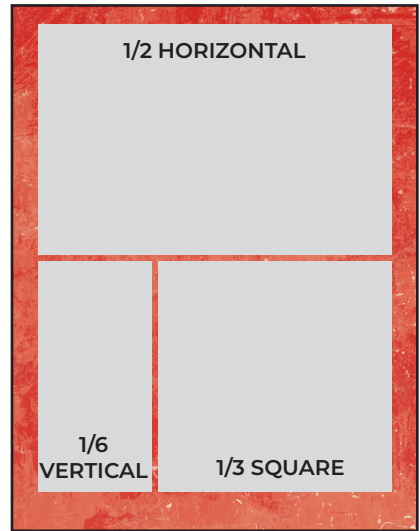
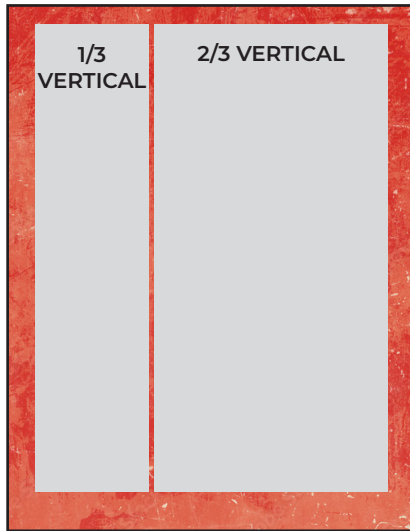
Capture the attention of viewers with music or an audio advertisement, up to 60 seconds. Audio must be submitted as an .mp3 file.

### **EMAIL CONTACT: \$100**

This tool provides a quick link to an email so that readers can contact the advertiser with questions, or to gain more information about the advertisement or company.

**Jackson Magazine** PO Box 1467 Jackson, MI 49204

Phone: 517.783.2637 JacksonMagazine.com Email: sales@jacksonmagazine.com



## AD SIZES

**OBC Page (with bleed)** - 8.625" x 9.5"  
**Full Page (with bleed)** - 8.625" x 11.125"  
**2/3 Vertical** - 4.875" x 9.75"  
**1/2 Island/Vertical** - 4.875" x 7.25"  
**1/2 Horizontal** - 7.375" x 4.8125"

**1/3 Square** - 4.875" x 4.8125"  
**1/3 Vertical** - 2.375" x 9.75"  
**1/6 Vertical** - 2.375" x 4.8125"  
**1/6 Horizontal** - 4.875" x 2.375"  
**1/6 Square (inserts only)** - 2.375" x 2.375"

### MONTHLY RATES

	1x	4x	8x	12x
Back Cover	\$2,225	\$2,115	\$2,000	\$1,915
Inside Covers	\$2,050	\$1,950	\$1,850	\$1,765
Page 3	\$1,960	\$1,865	\$1,770	\$1,690
Center Spread	\$3,920	\$3,725	\$3,530	\$3,375
Full Page	\$1,775	\$1,685	\$1,600	\$1,525

### MONTHLY RATES

	1x	4x	8x	12x
2/3 Page	\$1,330	\$1,265	\$1,200	\$1,145
1/2 Page	\$1,070	\$1,015	\$965	\$920
1/3 Page	\$730	\$695	\$655	\$630
1/6 Page	\$455	\$435	\$410	\$390

## FILE SPECIFICATIONS

Advertisers may submit a completed ad or provide all content to work directly with **Jackson Magazine** to create the perfect ad for your company.

### PRINT AD

All print files must be 300 dpi and in CMYK color space.

Accepted formats for print are PDF, JPEG, and TIFF

### DIGITAL AD

All digital files must be 72 dpi and in RGB color space.

Accepted formats for print are PDF, JPEG, and PNG

### CUSTOM AD

For all newly designed ads created by **Jackson Magazine**, files to be submitted include: logo, all text placed on ad, contact information, and photographs.