

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

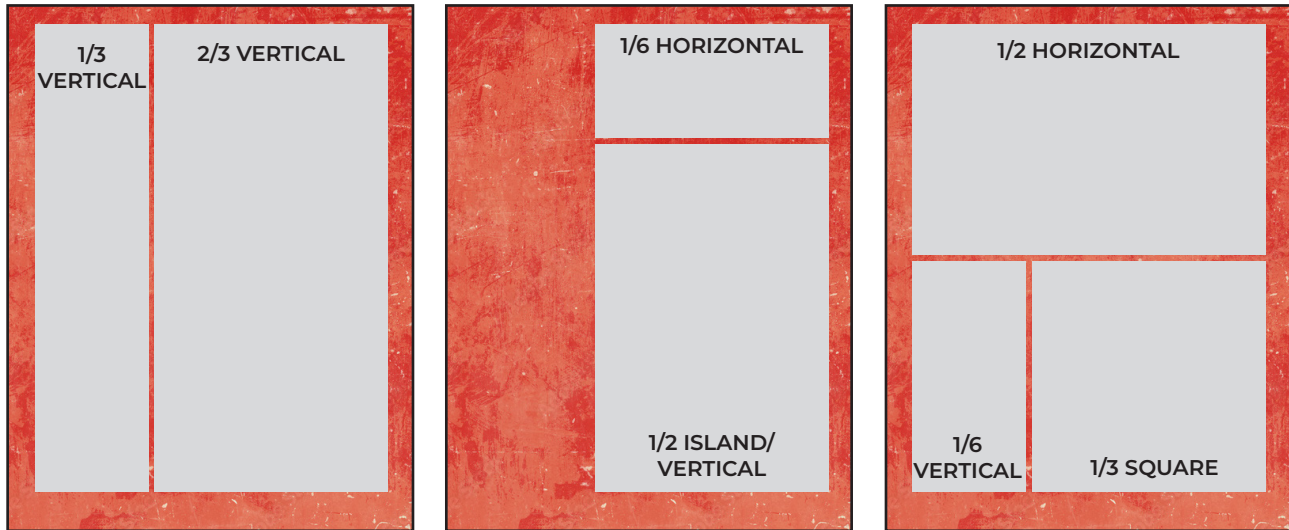
Capture the attention of viewers with music or an audio advertisement, up to 60 seconds. Audio must be submitted as an .mp3 file.

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.

2024

FULL COLOR ADVERTISING RATES



AD SIZES

OBC Page (with bleed) - 8.625" x 9.5"
Full Page (with bleed) - 6.625" 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.

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