

### DEPARTMENTS

- Home Feature** ..... Story highlighting one of the area's beautifully decorated homes
- New & Noteworthy** ..... New local businesses and other places
- The List** ..... The best the area has to offer
- First Person** ..... Profile of a local person of interest
- Mark Your Calendar** ..... A guide to cultural and community events
- Reaching Out** ..... The important work of area nonprofit organizations
- Social Scene** ..... Snapshots from fundraising events and parties
- On the Table** ..... Gourmet food, cooking and tabletop items with a seasonal theme
- Dining Out** ..... A new restaurant profiled in each issue along with a restaurant guide
- Looking Back** ..... Images from days gone by

### UPCOMING ISSUES

	In-Home Date*	Space & Copy Deadline	Camera Ready
<b>Spring</b>	March 1	January 13	January 20
<b>May</b>	May 3	March 16	March 23
<b>Back to School</b>	September 1	July 6	July 13
<b>Fall</b>	October 4	August 17	August 24
<b>Holiday</b>	November 15	September 28	October 5

\*Dates may vary depending on USPS delivery cycles.



### EDITORIAL FEATURES

#### SPRING

- The Home Issue
- Spring Landscaping Tips
- Atriums, Decks and Patios
- Go Green with Repurposed Antiques

#### Special Sections:

- Shop Local Montclair
- Essex Dining

#### MAY

- The Health & Beauty Issue
- A Montclair Wedding
- Local Farms to Local Tables

#### Special Sections:

- Shop Local Montclair
- Essex Dining
- Doctor & Dentist Professional Profiles

#### BACK TO SCHOOL

- Teachers Schooled in Real World Experience
- Retail Foods that Make You Smarter
- Students Who Change The World

#### Special Section:

- Shop Local Montclair
- Essex Dining

#### FALL

- Arts & Entertainment Issue
- It Takes a Village To Make a Movie
- Novels Set in Our Towns

#### Special Section:

- Shop Local Montclair
- Essex Dining

#### HOLIDAY

- The Holiday & Dining Issue
- Montclair's Most Enduring Businesses
- Holiday Restaurant Dining

#### Special Section:

- Shop Local Montclair
- Essex Dining

For more information, please contact:  
Nancy Connelly at 973-233-5007

Montclair Magazine is direct-mailed to affluent (\$100,000+ household income) homeowners in around the Montclair area, as well as local businesses and physician offices. Additional copies of the magazine are distributed through high-traffic locations.

### DISTRIBUTION

Residential mail	24,471
Business mail	457
Doctor and Dentist offices	638
Total mail	25,566
Single copy	250
<b>Total circulation</b>	<b>25,816</b>

### CIRCULATION BY TOWN—RESIDENTIAL ONLY

Montclair/Upper Montclair	10,498
The Caldwell	4,346
Cedar Grove	1,718
Essex Fells	766
Glen Ridge	2,593
Verona	2,640
West Orange	947
Nutley	963

**TOTAL: 24,471**



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### STANDARD SIZES

	1x	3x	5x
Full page	\$2,105	\$1,980	\$1,795
2/3 page	1,580	1,485	1,350
1/2 page	1,240	1,170	1,060
1/3 page	895	845	760
1/4 page	695	655	590
1/6 page	505	475	425
1/12 page	300	280	250

All rates are gross

### PREMIUM POSITIONS

Back cover.....	Add 25%
Inside front cover.....	Add 20%
Page 1.....	Add 15%
Inside back cover.....	Add 10%

We welcome "camera-ready" advertising.  
Acceptable file types and methods of delivery are listed below.

*Camera-ready ads can be received up to 2 days after space deadline.*

### **DELIVERY METHODS**

#### **E-MAIL**

magazines@northjersey.com

An **FTP server** is available for larger file uploads.  
Please email magazines@northjersey.com for instructions.

#### **OTHER DELIVERY METHODS**

CD-R • Zip Discs (100/250 mb) • AdSend (NJPAS) • AdTransit

#### **MAIL**

North Jersey Media Group, Magazine Production  
1 Garret Mountain Plaza, PO Box 471, Woodland Park, NJ 07424-0471

### **AD SIZE DIMENSIONS**

Full page	with bleed	8.5" x 11.125"
	trim size	8.375" x 10.875"
	type safety	7.875" x 10.355"
Full page	non-bleed	7.375" x 9.875"
2/3 page	vertical	4.833" x 9.875"
1/2 page	horizontal (non-bleed)	7.375" x 4.812"
1/2 page	horizontal (with bottom bleed only)	8.5" x 5.437"
1/2 page	vertical	3.562" x 9.875"
1/3 page	vertical	2.292" x 9.875"
1/3 page	square	4.833" x 4.812"
1/4 page		3.562" x 4.812"
1/6 page	vertical	2.292" x 4.812"
1/12 page	square	2.292" x 2.281"

### **PRODUCTION REQUIREMENTS**

#### **ACCEPTABLE FILE TYPES**

**Adobe Acrobat®** PDF prepared as high-resolution with fonts embedded.

**Adobe Illustrator® 9.0** or lower. Convert type to outlines, export as Mac EPS file.

**QuarkXPress® 3.3** and higher. Include all fonts and artwork. Do NOT use "style" attributes to bold, italicize or otherwise alter a font. Select font variations from the actual font menu. Use PostScript fonts only. Do NOT use any non-standard Quark borders. Do NOT use Quark EPS files in your ad document.

**Adobe PhotoShop® 5.0** or lower. TIFF (Mac Byte Order) EPS (save EPS file with an 8-bit TIFF preview, with binary encoding selected in EPS preference dialog box. Leave other boxes unselected) JPEG or BMP  
**Macromedia Freehand® 8.0** or lower. Convert type to paths and export as Mac EPS file.

All digital ad files should be accompanied by a matchprint proof.

**Compression** Stuffit files or files compatible with Stuffit Expander (i.e., Ziplt files). Compression files that are self extracting.

#### **UNACCEPTABLE FILE TYPES**

JPG, DCS 1 or 2, or native files in Microsoft PowerPoint, Microsoft Publisher, Corel, PageMaker, or Word Perfect format. Microsoft Word documents may be used only to provide text content for an ad, and not as a format for a final file.

**Web site images and logos** are low-resolution and NOT acceptable.

#### **COLOR MODES, FONTS AND TRAPPING**

**Process Color** Prepare all color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK, unless a fifth color has been ordered.

**Black & White** Images must be in grayscale or bitmap mode. Include all Fonts. Provide all PostScript fonts (suitcases and printer fonts) used in the file. Do NOT use TrueType, Multiple Master, or OpenType fonts.

**Trapping** is the responsibility of the advertising agency or designer.

#### **GRAPHICS/IMAGES RESOLUTION**

Supply images in one of these formats: TIFF, Macintosh EPS files or JPEG, minimum 300 ppi (pixels per inch).

**Bitmapped images** Minimum resolution 1200 ppi.

**Image size** must be 100% of the size it will print. Images cannot be enlarged without loss of quality.

For more information, please contact:  
Nancy Connelly at 973-233-5007

We welcome submitted photos.  
Acceptable file types and methods of delivery are listed below.  
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montclair@northjersey.com

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#### **OTHER DELIVERY METHODS**

CD-R • DVD-R • Hardcopies

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