



Community Education Catalog Advertising Rate Sheet

Size (in inches)	Price Per Issue		Price/3 issues Billed 3 times per year 15% discount	
	Black/white	Full color	Black/white	Full color
Ad 1 (2.75 w x 3 h)	\$175	\$220	\$446.25 <i>(\$148.75 per issue)</i>	\$561 <i>(\$187 per issue)</i>
Ad 2 (5.5 w x 3 h)	\$325	\$410	\$828.75 <i>(\$276.25 per issue)</i>	\$1,045.50 <i>(\$348.50 per issue)</i>
Ad 3 (6.75 x 8.5)	\$800	\$1000	\$2,040 <i>(\$680 per issue)</i>	\$2,550 <i>(\$850 per issue)</i>
Inside back cover (8.125 x 10.75) <i>Full color, full bleed, glossy finish</i>	n/a	\$1500	n/a	n/a

We are available to produce your ad for you. Production costs are dependent on ad specifications. Minimum charge: \$50.

To place an ad, please contact Melissa at 952.556.6438 or hansenm@district112.org

Catalog Overview:

- Distributed 3 times per year: Mid-August, Early-December, Early-March.
- Circulation to each household to the communities of Carver, Chanhassen, Chaska, Victoria, and Waconia as well as area businesses. Roughly 31,000 catalogs produced.
- Full color, glossy cover on catalog.

Ad specifications:

- **Full color ads:** use CMYK
- 300 dpi each layer
- All ads must be submitted electronically in a PDF (*preferred*), JPEG or TIF format

You will be invoiced at the time of catalog distribution; amount due net 30 days.