

In the ZonaTM

ARCADIA

Get in the Zona!

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 Advertising e-mail: aileen@iminthezona.com
 Web site: www.iminthezona.com

Every kid is unique – Just like every neighborhood. In the Zona Magazine gives great kids in a great neighborhood the rare opportunity to be recognized for their outstanding achievements – big and small. *In the Zona Magazine has tremendous shelf life and a powerful circulation. In the Zona is the only magazine of its kind distributed directly to families through schools in take-home packets and strategic locations in student book stores and lounges. Zona prides itself on being the only magazine cool enough for kids and safe enough for parents, both of which combine to become the largest consumer market in the Valley. Get In the Zona Today! See the results for yourself.*

"I dig seeing kids I know In the Zona."
 –Clare Collins, Xavier Prep
 Class of 2012



GET MORE BANG FOR YOUR ADVERTISING BUCK
IT'S OFFICIAL – In the Zona has the most affordable advertising rates in town. Get a \$60 coupon ad like the one pictured to the right and prepare to be amazed by the results.
OUR COUPONS WORK!

"Quick note to tell you how happy I am with my coupon add in the Zona. Nice response! I think it's working because the magazine is not only interesting, but also supportive of the talented young people in our Arcadia community..."
 – Marie Turano, Owner - Coffee Lady Cafe



DISTRIBUTION

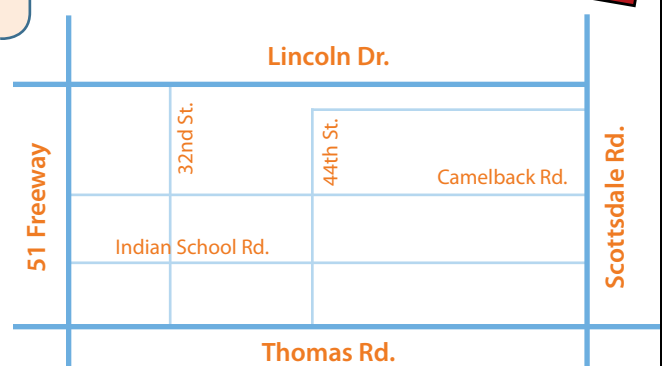
Reach over 16,000 families in and around Arcadia by advertising in the ZONA. **In the Zona Magazine** is distributed directly to 12 area schools in and around Arcadia, including Brophy, Xavier Prep and Arcadia High School.

10,000 copies mailed directly to homes
 Our circulation consists of 10,000 copies mailed directly to area homes through the U.S. Postal Service, plus an additional...

4,000 copies distributed in area schools
 In the Zona is the only local magazine distributed directly to schools in take-home packets. ZONA is also strategically placed in school lobbies, student book stores and student lounges, plus an additional...

2,000 copies in bundles at area establishments
 Restaurants, skateboard shops, clothing stores, book stores, etc.

16,000 distributed 6 times a year!



SCHOOLS LOVE IN THE ZONA MAGAZINE!

ZONA is the exclusive magazine that goes home with the kids!
 ZONA is distributed at 12 schools in and around the Arcadia area - 6 of those schools place ZONA in their students take-home packets - So your business can be certain to get home to these students families!
 For a list of schools please see back page.

www.iminthezona.com

GOOD KIDS CAN BE FAMOUS TOO!



From \$50 to \$80
Coupons
 Small Price • BIG RETURN! 602*999*9577

Our coupons really work, because they are surrounded by eye-catching design and captivating material. Zona kids, who love using coupons, actually read this magazine from cover to cover. Get noticed by over 20,000 of your neighbors and potential customers for less than \$100. We'll even design your coupon for FREE!

Coupon Size (2.5" x 2.5")
 • Inside Book – \$50
 • Back Cover – \$70
 • Front Cover – \$80
 ADD \$10 FOR COLOR ON ALL COUPONS



DISPLAY ADVERTISING RATES 2010

"I wanted to let you know how great the response has been for my quarter page ad in the Zona. We have filled an envelope with coupons from your magazine and I love the fact that our ad is part of something so worthwhile and meaningful. I would recommend advertising in the Zona to all businesses in Arcadia."
 —Bryce Webber,
 Operations Director, Booster Juice

DEADLINE

Space reservation is the 15th at Noon of the month prior to publication.*

The deadline for display ads that are camera-ready and are being created outside our office is the 18th at 3pm.

*If the 15th falls on a Saturday, the deadline will be Friday the 14th @ Noon; if it's Sunday, it will be Monday the 16th @ Noon.

AD SPECIFICATIONS

In the Zona Magazine operates on a MAC platform. Please submit completed ads as high resolution PDFs with all fonts embedded, 300 dpi, and if using Adobe Distiller, use Press Quality settings. 4 color advertisements available (see pricing on chart to right).

E-mail ads to: doug@iminthezona.com or they can be submitted on a CD, DVD, or USB drive.

PRODUCTION CHARGES

We offer simple typesetting and layout of your ad at no charge. Ads that require more than three client modifications after the first proof will be charged a \$50 design fee per additional proof.

AD SIZE	CONTRACT LENGTH		
	OPEN Per Month	3X (10% Discount) Per Month	6X (15% Discount) Per Month
Full Page	\$850	\$765	\$720
1/2 Page	\$500	\$450	\$425
1/4 Page	\$275	\$245	\$230
1/8 Page	\$150	\$135	\$125

USE COLOR POW!	
Full Page	\$100
1/2 Page	\$70
1/4 Page	\$50
1/8 Page	\$30

Special Advertising

Medical Professionals:
 Be a part of our popular "Kids & Health" section. Write a 250 word article directly to the parents of Arcadia (your photo and credentials included) and get a 1/4 page full color ad for **just \$300.**

Sponsorship Opportunities:
 Smashing Public Relations move for any family friendly business! Sponsor Arcadia's finest students and teachers. **\$375. Call 480.299.0215 for more information.**

Fam Fav's Restaurant Review:
 Two Top Journalism students from Arcadia High will come and review your restaurant for **only \$400. Call 480.299.0215.**

Full Page (non bleed)
7.25W x 9.75H

Full Page (with bleed)
8.5W x 11H
(.25 inch bleed)

1/4 Page V
3.5W x 4.75H

1/2 Page H
7.25W x 4.75H

1/2 Page H (with bleed)
8.5W x 5.25H
(.25 inch bleed)

1/8 Page H
3.5W x 2.5H

1/2 Page V
3.5W x 9.75H

1/2 Page V (with bleed)
4.25W x 8.5H
(.25 inch bleed)

1/8 Page V
1.75W x 5H

1/4 Page H
7.25W x 2.25H

SCHOOLS IN THE ZONA – 3,500 MAGAZINES DISTRIBUTED DIRECTLY TO STUDENTS AT THESE SCHOOLS
 Arcadia High School • Brophy Prep • Xavier Prep • Ingleside Middle School • Hopi Elementary • Tavan Elementary Saint Theresa Catholic • Saint Thomas the Apostle • Christ Lutheran School • Phoenix Country Day School • ANLC • Veritas Prep