

frontdoors media

your key to the community

THE 20-21 SEASON | MEDIA RATES AND DEADLINES

Frontdoors Media celebrates the people and groups that give generously and work to build the future of our community. It's the premier source of information — and inspiration — for those who strive to make the Valley of the Sun a better place to live.

Our Reach:

- + More than 50,000 digital subscribers
- + FrontdoorsMedia.com: 12,000 visitors per month
- + Digital Magazine: Up to 4,000 readers per issue
- + Print Magazine: Distributed at AJ's stores and high-traffic locations Valleywide

Our Readers:

- + 50 percent 44 and under; 50 percent 45 and older
- + 63 percent female; 37 percent male
- + Top affinity groups include travel enthusiasts, business, banking and finance professionals, avid shoppers, arts enthusiasts
- + Average household income in circulation area ranges from \$100,000 to \$325,000+

FRONTDOORS MAGAZINE | FULL COLOR RATES

AD SIZE	OPEN	4X	7X
Premium Cover Positions:			
Back Cover	\$2,950	\$2,500	\$2,100
Inside Front Cover	\$2,750	\$2,350	\$2,000
Inside Back Cover	\$1,950	\$1,800	\$1,550
Full Page Premium Positions:			
Page 1 (First RH page)	\$2,050	\$1,900	\$1,750
Page 3	\$1,900	\$1,750	\$1,500
Standard Positions:			
Full-Page	\$1,750	\$1,500	\$1,250
1/2 Page	\$1,050	\$900	\$750
1/3 Page	\$875	\$750	\$625
Special Spread Positions:			
Full-Page Center Spread	\$2,900	\$2,600	\$2,300
Full-Page Spread	\$2,750	\$2,500	\$2,250
1/2 Page Facing Spread	\$1,900	\$1,600	\$1,300
Front Cover Fold-Out, 3 Panel (3 Pages)	\$5,500	\$4,675	\$3,975
Center Spread Gatefold, 4 Panel (6 Pages)	\$8,250	\$7,015	\$5,950



<p>Full-Page Ad 8.375" x 10.875" .125" Bleed</p>	<p>Horizontal Half-Page Ad 7.75" x 4.75" No Bleeds</p>	<p>Vertical Half-Page Ad 3.625" x 10.25" No Bleeds</p>
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Horizontal
Third-Page Ad
7.75" x 3.25"
No Bleeds

DISPLAY AD SPECS

FULL-PAGE WITH BLEED

Publication Trim: 8.375"w x 10.875"h
Bleed: 8.635"w x 11.125"h

HALF-PAGE NO BLEED

Horizontal Half-Page: 7.75"w x 4.75"h
Vertical Half-Page: 3.625"w x 10.25"h

THIRD-PAGE NO BLEED

Horizontal Third-Page: 7.75"w x 3.25"h

ACCEPTED FILE FORMATS

High-resolution, 4-color (CMYK) digital files required. Minimum resolution of 300 DPI. *Images from the internet are not acceptable.*

- Adobe Acrobat PDF
- Adobe InDesign (package + compressed files)
- Adobe Illustrator (font-outlined EPS or AI file type)
- Adobe Photoshop (flattened PSD, EPS or TIFF file type)

AD DESIGN

Rates are based upon receipt of completed artwork. If you need assistance designing your ad or converting it to an acceptable file format, we offer production services for \$125/hour.

PROOF

You will receive a proof for approval. **Please proof your ad carefully, including spelling, phone numbers, addresses, punctuation, websites.**

FRONTDOORSMEDIA.COM | BANNER ADS

640 x 160:

10,000 impressions \$200

50,000 impressions \$500

100,000 impressions \$750

THE KNOCK NEWSLETTER | BANNER ADS

Sent to More Than 50,000 Digital Subscribers

640 x 160:

Top Position \$400/week

Lower Position \$300/week

"JOIN US!" | DEDICATED E-BLAST

Sent to More Than 50,000 Digital Subscribers

640 x 900:

\$1,500 per blast

FRONTDOORS MAGAZINE | DEADLINES

MONTH	SPACE	MATERIALS	RELEASE DATE
August	7/15	7/22	8/4/2020
September/October	8/12	8/19	8/27/2020
November/December	10/14	10/21	10/29/2020
January	12/16	12/23	12/31/2020
February	1/13	1/20	1/28/2021
March/April	2/10	2/17	2/25/2021
May	4/13	4/20	4/29/2021

Additional Marketing Opportunities

2020-21 Tax Credit Giving Guide:

- + Inserted in the November/December Issue
- + Includes mailing to 900+ Valley Tax Professionals

FrontdoorsTV with Carey Pena:

- + An in-depth, 10-minute interview segment

Society of Chairs Event (May 2021):

- + Sponsorship Opportunities

Andrea Tyler Evans | Publisher
Cell: 602-448-5959
andrea@frontdoorsmedia.com

Jill Rivera | Publishing Coordinator
Cell: 602-677-9587
jill@frontdoorsmedia.com

frontdoorsmedia.com



Additional Information

Combination Discounts: Contracts combining display ads with 2 or more digital products are eligible for further discounts.

Guaranteed Positions: Available on a first-come, first-served basis; must be approved by Frontdoors. Add 10%.

Nonprofits Rates: Please request a nonprofit rate card from Jill@FrontdoorsMedia.com.

Cancellation: Must be in writing prior to ad space deadline, or client will be billed for space. When change of copy or artwork is not received by closing date, copy ran in previous issue will be published.

Rate and Payment Policy: Insertion order or contract must be signed prior to advertising. All rates are net for space cost only, based on receipt of finished digital ad. Payment required at space reservation deadline unless credit previously established. For entities in business less than one year, payment is required when advertising is placed.

Terms & Conditions: Advertisers are solely responsible for the content of their advertisements. Frontdoors Media reserves the right to reject advertising copy for any reason.