



# Advertising Order Form

Bloomfield Township, New Jersey

# 2016-2017

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Ad Sizes and Rates					
Ad Type	Width/Height	Single Issue	Discount given for multiple insertions		
			2x Rate / Total	3x Rate / Total	4x Rate / Total
Outside Back Cover	5.75"x8"	\$1,000	\$900 / \$1,800	\$800 / \$2,400	\$700 / \$2,800
Inside Back Cover	7.75"x10"	\$1,200	\$1,050 / \$2,100	\$900 / \$2,700	\$750 / \$3,000
Inside Front Cover	7.75"x10"	\$1,200	\$1,050 / \$2,100	\$900 / \$2,700	\$750 / \$3,000
Full Page	7.75"x10"	\$950	\$885 / \$1,770	\$750 / \$2,250	\$650 / \$2,600
Half Page	7.75"x5"	\$650	\$600 / \$1,200	\$550 / \$1,650	\$500 / \$2,000
Quarter Page	3.75"x5"	\$300	\$270 / \$540	\$255 / \$756	\$240 / \$960
Business Card	3.75"x2.4"	\$150	\$120 / \$240	\$110 / \$330	\$100 / \$400

Issue	Deadline	Ad Type	Rate	New Ad	Repeat Previous Ad	Repeat from what issue?
January 2016	Dec. 2, 2015					
July 2016	June 6, 2016					
January 2017	Dec. 1, 2016					
July 2017	June 5, 2017					
<b>Add total from the rate column. Total due: \$</b>						

### Send Your Advertisement to:

Robin Patric, Editor, rpatric@comcast.net (see Ad Specifications for more information)

### Send Order Form and Payment (payable to Bloomfield Township) to:

Michael Scurman, Recreation Director  
Bloomfield Civic Center, 84 Broad Street, Bloomfield, NJ 07003

**FULL payment for ads must accompany the completed Advertising Order Form**

**Agreement:** I have read and I understand all conditions and requirements of advertising in the Bloomfield BUZZ as described in the Ad Specifications page. I also understand that Bloomfield Township reserves the right to refuse any advertisement for a failure to comply with BUZZ advertising policy, or any ad deemed obscene, offensive or misleading.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

# BloomfieldBUZZ Advertising Specifications

The Bloomfield BUZZ is mailed quarterly to all residential postal patrons. Circulation: 19,000.

## Colors

- Black & White, or
- Black + PMS 185U (red)

No CMYK color processing.

Color art must be converted to grayscale, then enhanced with our spot color as desired.

**Submit Advertisements to:** Robin Patric, Editor  
rpatric@comcast.net • 908-823-9001

**For Advertising Information:** Michael Sceurman  
973-743-9074 • msceurman@bloomfieldtwpnj.com

## Accepted Files

Submit ads as “press quality” PDFs with dpi of 300. Make sure your artwork is designed for print media, not for web use. Web images are only 72 dpi because they are designed for use on websites. Artwork or photos for print media require higher resolution. All elements within the PDF should be created, scanned or shot (if a photo) at 300 dpi.

Ads must be designed to BUZZ size specifications. Do not send a vertical ad to fit into a horizontal space, for example. Ads created for other publications will most likely not fit BUZZ size specifications. The ad must be reconfigured.

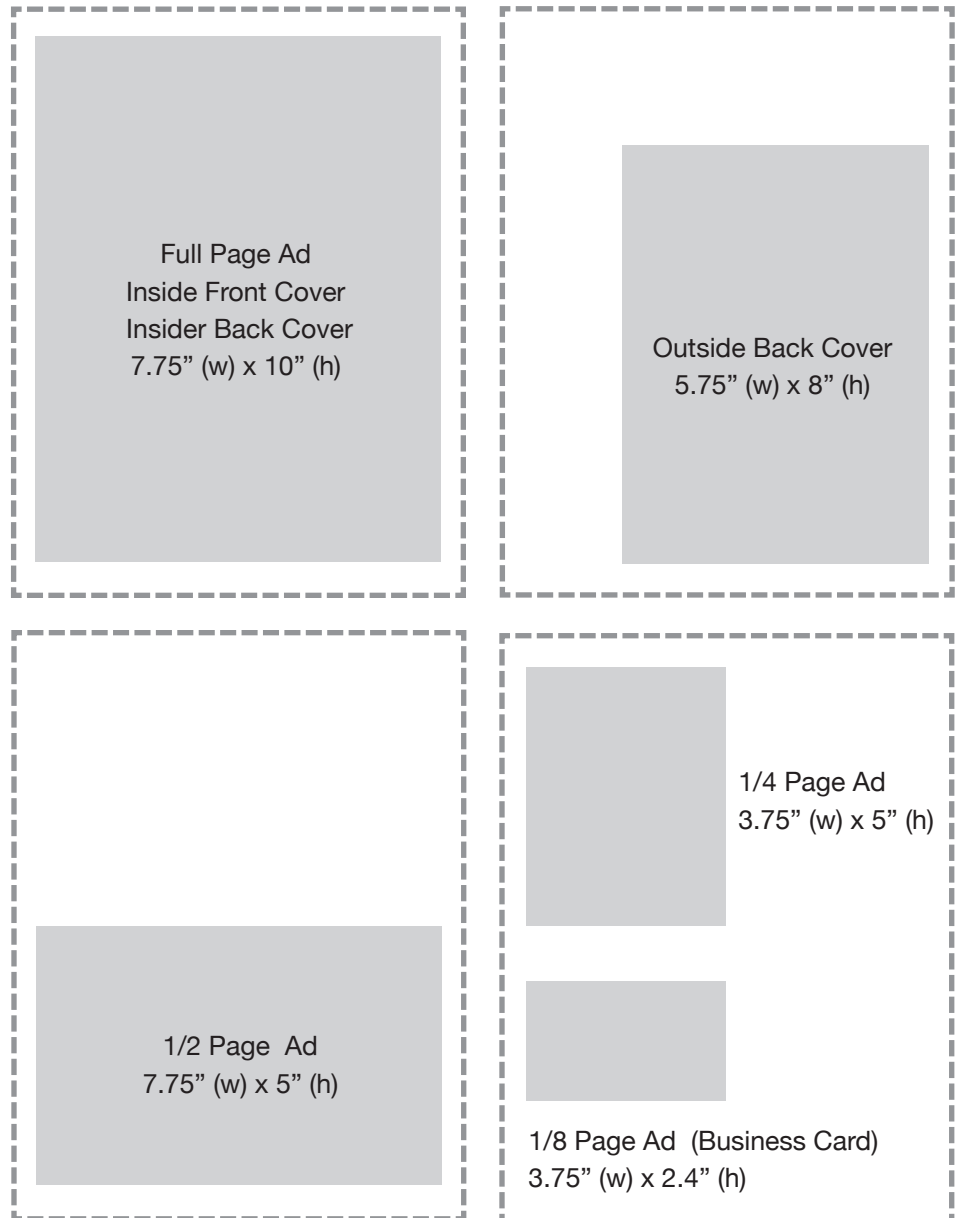
## Design Help Available

If you would like us to create an ad for you, please provide text and separate art files for logos or photographs. (A charge may be applied for demanding design work.)

## Questions?

Call 908-823-9001 or e-mail  
rpatric@comcast.net

## Ad Sizes



The Bloomfield BUZZ page size is 8.5 x 11 inches