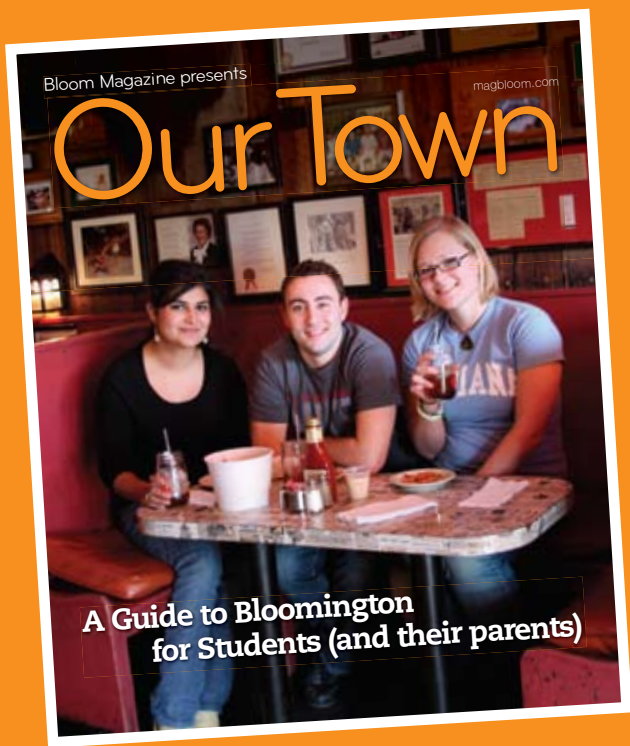


# BE A PART OF SOMETHING BIG!



magazine & website

Coming August 2009

From the people who bring  
you *Bloom Magazine*

## Target Audience

*Our Town* is a guide for freshmen, transfer, and graduate students attending Indiana University for the first time.

It is also a guide for all students—as returning students are sure to find much about Bloomington that they did not know. Parents will also be able to learn about the larger environment in which they are leaving their children.

*Our Town* will also be an important information source for new faculty, administrators, and support staff.

## Quality

*Our Town* is produced by the same people who publish *Bloom Magazine*. That means *Our Town* will have the same high-quality writing, photography, and graphic design that have made *Bloom* so popular with readers and so effective for advertisers.

## Content

Everything about Bloomington that a newcomer to our town needs to know—from where to find cheap eats (or a fancy restaurant to take the folks), get a haircut, or buy clothes, furniture, and more.

A partial list of topics includes:

- Banking
- Medical Facilities
- Recreation
- Concerts
- Municipal Services
- Restaurants
- Festivals
- Museums
- Shopping
- Furnishings
- Nightlife
- Spas & Salons
- Galleries
- Parks
- Sports
- Getaways
- Professional Services
- Theater
- Housing
- Transportation

## Distribution

*Our Town* will be available in ALL dormitories on the IU Bloomington campus.

Freshmen and their parents will also be able to pick up copies during Welcome Week.

A quantity of the magazine will be supplied to all advertisers in August and January.

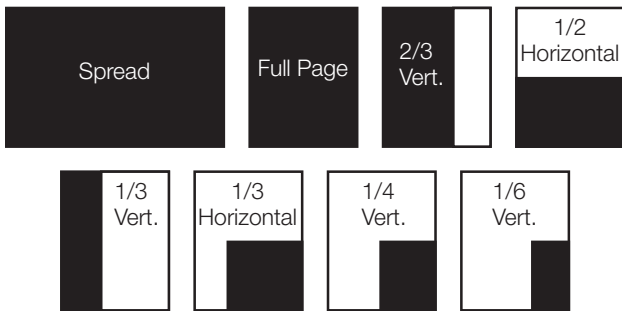
Printed on high-quality, glossy paper, *Our Town* will be used by students throughout the entire school year.

## The Website

A high-quality *Our Town* website will feature all of the listings and *all of the ads* in the magazine. The ads will link directly to each advertiser's own website.



## Ad Size Information



Black areas indicate ad sizes. Book trim size is 9" x 10 7/8"

All measurements are in inches.

Horizontal measurement (width) is given first.

*Note: Allow 1/8" (.125") over trim size for any bleeds.*

Ad Size	Trim Size
Spread with full bleed	18 x 10.875
Full page with full bleed	9 x 10.875
2/3 vertical	4.852 x 9.75
1/2 horizontal	7.375 x 4.75
1/3 vertical	2.329 x 9.75
1/3 horizontal	4.852 x 4.75
1/4 vertical	3.5915 x 4.75
1/6 vertical	2.329 x 4.75

## Our Town Advertising Rate Card 2009

Ad Size	1 year	2 years	3 years
Full page	\$1975	\$1837	\$1679
2/3 page	\$1559	\$1450	\$1325
1/2 page	\$1289	\$1199	\$1096
1/3 page	\$935	\$870	\$795
1/4 page	\$746	\$694	\$634
1/6 page	\$555	\$516	\$472

### Premium Positions

Back Cover	\$2822	\$2624	\$2399
Inside Front Cover	\$2502	\$2327	\$2127
Inside Back Cover	\$2351	\$2186	\$1998
Table of Contents	\$2257	\$2099	\$1918
Two-page Spread	\$3587	\$3336	\$3049

### Coupons

Advertisers may purchase space in the Special Coupon Section at the back of the magazine for an additional \$150 per coupon.

*Please Note: 25% payable after signing, balance due after the ad appears in the magazine.*



# Bloom

MAGAZINE

magbloom.com

## Need help designing your ad?

There are many fine graphic designers in Bloomington from which to choose. We recommend Mediaworks, the company that produces *Bloom Magazine* and *Our Town*. Because of our close working relationship, Mediaworks is able to offer the following discounted rates for *Our Town* advertisers.

### Mediaworks Ad Production Rates

Full page	\$440
2/3 page	\$375
1/2 page	\$270
1/3 page	\$160
1/4 page	\$140
1/6 page	\$90
Coupon	\$25

If you are interested in having Mediaworks design your *Our Town* ad, please contact Jill Erisman at (812) 333-8099 ext. 13, or [jill@mediaworksonline.com](mailto:jill@mediaworksonline.com).

## To Advertise in Our Town

Contact Erica De Santis  
at [Erica@magbloom.com](mailto:Erica@magbloom.com)  
or 812.323.8959 ext. 2.

*Reserve your place now!*



**For advertising information  
about *Our Town* and  
*Bloom Magazine*, contact:**

Erica De Santis  
at [Erica@magbloom.com](mailto:Erica@magbloom.com)  
or 812.323.8959 ext. 2.