



MauMag®

Maumelle Magazine

Our 5th Anniversary

Media Kit
2011

Say it in MauMag...

Let MauMag Spread the Word!

Maumelle@MauMag.com • www.MauMag.com • 501.960.6077

Welcome to MauMag, the quarterly magazine of Maumelle, Arkansas. MauMag is a magazine that will explore and discover new ideas, meet talented people, familiarize us with new products and services, keep us informed on technology updates, cover the arts in all its forms, and introduce our palates to “La Cuisine Honnête” or the “Honest Kitchen” method of culinary creations from around the world. MauMag will also feature articles, essays and stories by contributors who are considered as authorities in their respective fields. Every effort will be made to keep MauMag informative and entertaining.



MauMag is the ONLY Magazine that is ACTUALLY mailed to ALL Residential and Business addresses in Maumelle and ALL of 72113 Zip Code including parts of North Little Rock. MauMag is also mailed to a pre-qualified mailing list in the Little Rock Metro Area. A total of 12,000 copies are printed.

Your advertisement in MauMag will be delivered directly by the United State Postal Service to an attentive audience. MauMag maximizes your “Reach Impact” factor by offering you the ability to reach a targeted audience more efficiently than any other form of advertising.

In addition to the above distribution, MauMag is part of the Welcome Packet of the Maumelle Area Chamber of Commerce and is displayed in the Magazine Department at the Maumelle Public Library. It is also available at Maumelle City Hall, Jess Odom Community Center, Starbucks, and other select places of business.

Your advertisement is guaranteed to be noticed. Our policy of limiting the total advertising space to 40% or less of the total number of pages ensures your advertisement greater visibility. Better positioning will bring your advertisement to the forefront and will eliminate competing with pages that otherwise might be congested with other ads. We maintain the same 40% ratio... regardless of the number of pages.

I would like to welcome you to the MauMag family of advertisers. I will be looking forward to answer any questions you might have and to offer my assistance in any way that will Let MauMag Spread the Word about your product and/or service.

Sincerely,

A handwritten signature in black ink that reads "Roger A. Frangieh". The signature is fluid and cursive.

Roger A. Frangieh
Publisher/Editor

The Demographics

Maumelle tops a list of Arkansas' nine most notable high-growth areas of 2009. A study by Little Rock-based research firm Gadberry Group calls the list **“9 from 2009.”**

Here's the complete list of the Arkansas “9 from 2009:”

1. **Maumelle**
2. **Bryant**
3. **Conway**
4. **Centerton**
5. **Lowell**
6. **Cabot**
7. **Rogers**
8. **Bentonville**
9. **Fayetteville**

- Population is expected to top 20,000 after the 2010 Census**
- Number of households within Maumelle City Limits = 7,983**
- Average Income per Household = \$110,000**
- Average Net Worth = \$419,371**
- Median Age = 36.9**

Other Information:

- All MauMag issues are archived on www.maumag.com where one can download the back issues of one's choice.
- MauMag is published quarterly.
- MauMag is part of the MauMelle Area Chamber of Commerce Welcome Pack.
- MauMag is on display in the Magazine section at the Maumelle Public Library.

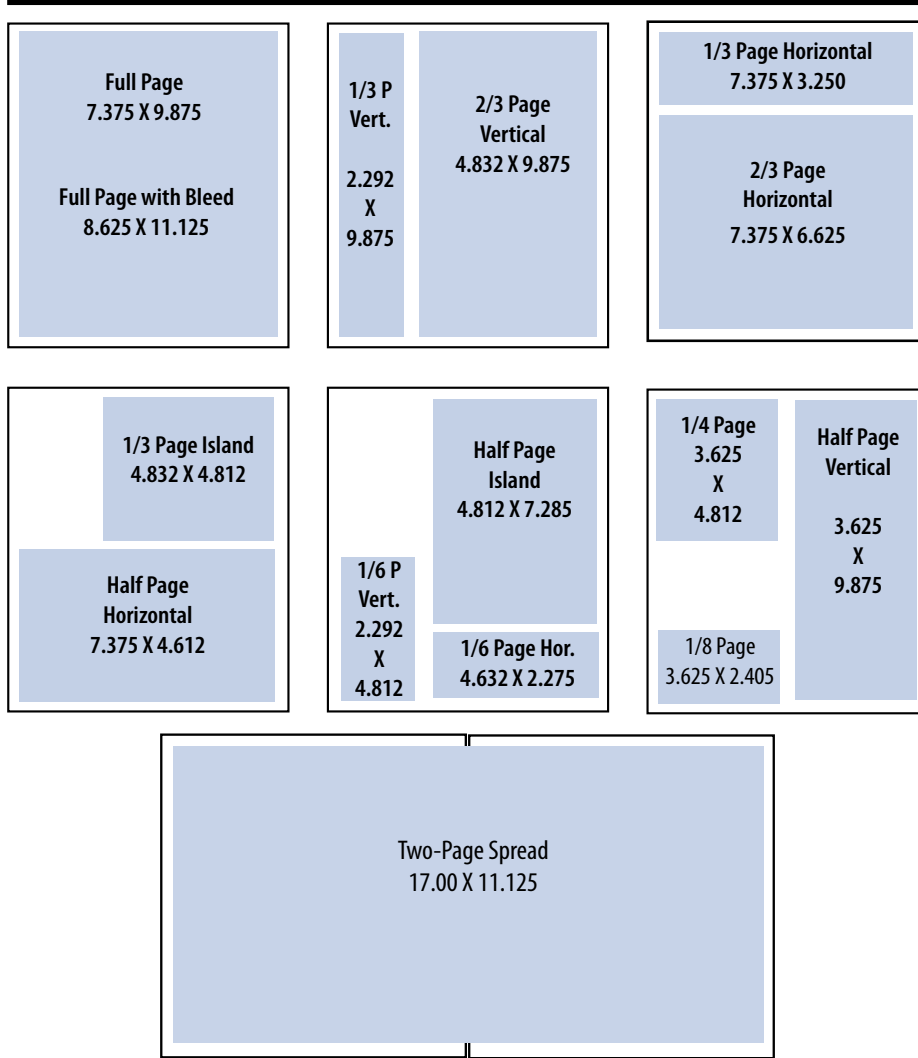
* Including Residents in Condominiums, Townhomes and Apartments.

** The Demographics with an (*) are for Maumelle City Limits only.

** Demographics source: The Gadberry Group & City of Maumelle Department of Community & Economic Development.

Advertisements Sizes & Diagrams

(Ad sizes in Inches Width X Height)



Advertising Space Reservation & Completed Artwork Deadlines

Issue of	Ad Space Reservation Closing Deadline	Completed Artwork Deadline
January, February March	December 10	December 15
April, May June	March 10	March 15
July, August, September	June 10	June 15
October, November, December	September 10	September 15

A 50 % charge will be assessed on Cancellations made within 14 days of closing deadlines.

Production Charges

Ad production charges are in addition to advertising rates. MauMag will not be held responsible for color accuracy when a contact color proof is not requested and purchased in advance for Advertiser approval. Publisher is not responsible for quality of photographs provided or for the quality of ads for which Publisher is required to scan or reproduce from printed mate-

Ad Design Charges (When Applicable)

Two page spread advertisement	\$225.00
Full page advertisement	\$150.00
2/3 page advertisement	\$130.00
1/2 page advertisement	\$100.00
1/3 page advertisement	\$ 75.00
1/4 page advertisement	\$ 50.00
1/6 page advertisement	\$ 35.00
1/8 page advertisement	\$ 30.00

Other Charges (When Applicable)

Photo retouching * / per hour	\$ 75.00
Logo design * / per hour	\$ 75.00
Other custom work * / per hour	\$ 75.00
Photography * / per hour **	\$150.00 (One Hour Minimum)
Color scan / per scan	\$ 30.00
B&W scan / per scan	\$ 30.00
Contact proof for accuracy	\$ 50.00

Minimum Charge for any of the above services (except where noted) \$ 25.00

* A half hour minimum charge will apply.

** Film and processing are additional (when applicable).

Ask Publisher about providing digital files for ads that are copyrighted by MauMag for use in other publications. A 20% usage fee, based on ad rate will apply.

Advertisements Sizes & Rates

Ad Size	Width X Height	Cost per Issue		
		1 X	2 or 3 X	4 X
<input type="checkbox"/> Full Page	7.375 X 9.875	\$1,390	\$1,285	\$1,182
<input type="checkbox"/> Full Page w/Bleed	8.5 X 11.125	\$1,390	\$1,285	\$1,182
<input type="checkbox"/> 2/3 Page (Vertical)	4.832 X 9.875	\$1,045	\$960	\$887
<input type="checkbox"/> 2/3 Page (Horizontal)	7.375 X 6.625	\$1,045	\$960	\$887
<input type="checkbox"/> 1/2 Page (Vertical)	3.625 X 9.875	\$835	\$768	\$710
<input type="checkbox"/> 1/2 Page (Horizontal)	7.375 X 4.812	\$835	\$768	\$710
<input type="checkbox"/> 1/2 Page (Island)	4.812 X 7.285	\$835	\$768	\$710
<input type="checkbox"/> 1/3 Page (Vertical)	2.292 X 9.875	\$695	\$640	\$592
<input type="checkbox"/> 1/3 Page (Horizontal)	7.375 X 3.250	\$695	\$640	\$592
<input type="checkbox"/> 1/3 Page (Island)	4.832 X 4.812	\$695	\$640	\$592
<input type="checkbox"/> 1/4 Page	3.625 X 4.812	\$543	\$499	\$462
<input type="checkbox"/> 1/6 Page (Vertical)	2.292 X 4.812	\$488	\$449	\$415
<input type="checkbox"/> 1/6 Page (Horizontal)	4.833 X 2.275	\$488	\$449	\$415
<input type="checkbox"/> 1/8 Page	3.625 X 2.405	\$353	\$325	\$300

Premium Ad Placements

Ad Size	Width X Height	Cost per Issue		
		1 X	2 or 3 X	4 X
<input type="checkbox"/> Back Cover	8.5 X 11.125	\$1,739	\$1,599	\$1,478
<input type="checkbox"/> Inside Back Cover	8.5 X 11.125	\$1,600	\$1,471	\$1,360
<input type="checkbox"/> Inside Front Cover	8.5 X 11.125	\$1,600	\$1,471	\$1,360
<input type="checkbox"/> Facing Inside Front Cover	8.5 X 11.125	\$1,600	\$1,471	\$1,360
<input type="checkbox"/> Two-Page Spread w/Bleed	17.00 X 11.125	\$2,500	\$2,300	\$2,125

Connections "Market Place" Ads

(These ads appear on the pages immediately preceding the inside Back Cover only.)

Ad Size	Width X Height	Cost per Issue		
		1 X	2 or 3 X	4 X
<input type="checkbox"/> One Inch	3.5"W X 1"H	\$125	\$115	\$100
<input type="checkbox"/> Two Inches	3.5"W X 2"H	\$225	\$200	\$180
<input type="checkbox"/> Three Inches	3.5"W X 3"H	\$250	\$220	\$200

Requirements & Specifications

- **Digital Ad Specifications** - MauMag requires that ads be provided in digital format. All digital files must be accompanied by a quality proof.
- **Supported Media** * - CDs, DVDs, Flash Drives, and via E-mail**
- **File Formats** - Our preferred format is a "Press Optimized" PDF (Portable Document Format). We also accept "tiff," and "Jpeg."
- **Resolution** - Images must be provided in high resolution (300 dpi). All ads should be designed at 100% of final size. Contact us for additional instructions and/or information.
- **Software** - MauMag accepts Adobe InDesign, Adobe Illustrator, and Adobe Photoshop files in addition to PDF. Native files must be accompanied by all fonts and linked graphics used to build the ad. Native files created in other software applications will be declined.
- **Color Requirements** - All digital files for color ads must be in the four-color process mode (CMYK). Files submitted in RGB or with spot colors may incur additional production charges.
- **Black & White/Grayscale Requirements** - Conversion to B&W/Grayscale from any other color mode may incur production charges.
- **Return of Materials** - Publisher is not responsible for advertisement materials not claimed after 30 days. Unless Advertiser or Agency request that materials be returned, materials will be destroyed.

Please call us if you have any questions and/or require more information regarding the above.

Important

* Due to their low resolution, graphics, photos, logos and any other artwork downloads from web sites are not acceptable.

** Only when in High Resolution and with prior notification.



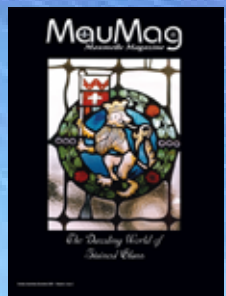
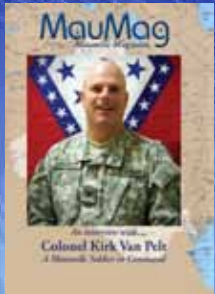
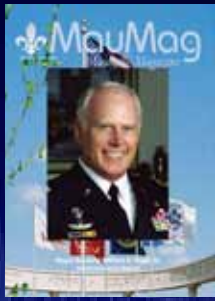
To advertise in MauMag
Please contact us

by telephone 501.960.6077

by email maumag@maumag.com

Mailing Address
P. O. Box 13303 - Maumelle, AR 72113

Visit our web site www.maumag.com



MauMag Covers
from the Premier
Issue July 2006
through
March 2011.