



Forest Hills Community Enrichment
660 Forest Hill Ave SE, Grand Rapids MI 49546
616-493-8950

Advertising with Forest Hills Community Enrichment

Enjoy the benefits of connecting with the community by advertising with Forest Hills Public Schools Community Enrichment! Our program is a community learning network that offers a wide variety of classes, workshops, and special events designed to give people of all ages the opportunity to develop new skills and share life-enriching experiences. Funds generated through the sale of ads in the following two publications help support our programs.

Community Enrichment Catalog

- *Professionally designed, full-color publication with full-color ad options*
- ***Electronic, fully Interactive Catalog*** is displayed on the Forest Hills Community Enrichment website (part of fhps.net) at enjoylearning.com. Access a list of advertisers and connect to the Catalog page where your ad is located. View archived issues of the Catalog which includes all ads over the past two years.
- *Published three times a year: Spring/Summer, Fall, and Winter. The Spring/Summer is a comprehensive issue covering two seasons. It includes the Summer Academy section—a popular line-up of youth classes—of great interest to parents and grandparents of school-aged children.*
- *Each full-colored printed issue of the Catalog is mailed to more than 36,000 active participants, in which 34,000 are Forest Hills residents.*

Encore Programs Guide

The Encore Programs Guide is a senior-targeted, black-and-white publication that is mailed to homes of over 2,000 active senior citizens. This publication represents the overall Forest Hills Senior Citizens program and features regularly scheduled programs, events, and day trips. It is mailed in January, April, July and October. An electronic/pdf version of the publication is on enjoylearning.com in the “Senior” section.

Bonus: as an advertiser, your logo is also displayed on monitors at the Forest Hills Community Enrichment/Aquatic Center. This rotating digital screen (24/7) is viewed by all class participants and swim meet attendees - both upstairs and downstairs of the building.

Competitively priced advertising space is available in upcoming issues, offering repeated exposure to the community. Space is limited, and will be assigned on a first-come, first-served basis. Please use the enclosed form to submit your request for advertising space.

Questions? Please call 616-493-8950

Forest Hills Community Enrichment **Advertising Commitment Form**

| | |
|-----------------------|--------------|
| Organization/Business | |
| Contact Name | Today's Date |
| Address | |
| Phone | Email |

Community Enrichment Catalog - including electronic interactive online Catalog

| <i>Black & White</i> | <i>Per Issue Rate</i> | | | <i>Annual Contract Rate*</i> | | |
|--|-----------------------|--------------|---|------------------------------|-----------------|---------|
| Full Page 7.2 w x 10 h | \$1145 x | ___issue(s) | = | or | 1 year/3 issues | \$2,867 |
| Half Page (vertical) 3.413 w x 10 h | \$ 662 x | ___issues(s) | = | or | 1 year/3 issues | \$1,654 |
| Qtr Page 3.413 w x 4.813 h | \$ 331 x | ___issue(s) | = | or | 1 year/3 issues | \$ 830 |
| Bus. Card 3.413 w x 2.220 h | \$ 179 x | ___issue(s) | = | or | 1 year/3 issues | \$ 441 |

Color Option

| | | | | | | |
|-----------|----------|--------------|---|-----------|-----------------|---------|
| Full Page | \$1544 x | ___issue(s) | = | or | 1 year/3 issues | \$3,869 |
| Half Page | \$ 893 x | ___issues(s) | = | or | 1 year/3 issues | \$2,231 |
| Qtr Page | \$ 446 x | ___issue(s) | = | or | 1 year/3 issues | \$1,118 |
| Bus. Card | \$ 236 x | ___issue(s) | = | or | 1 year/3 issues | \$ 599 |

Encore Programs Guide (Senior citizen publication. Black & white)

| | | | | | | |
|--|----------|--------------|---|-----------|-----------------|---------|
| Full Page 7.5 w x 9 h | \$ 662 x | ___issue(s) | = | or | 1 year/4 issues | \$2,205 |
| Half Pg (horizontal) 7.5 w x 4.25 h | \$ 331 x | ___issues(s) | = | or | 1 year/4 issues | \$1,103 |
| Qtr Page 3.5 w x 4.25 h | \$ 168 x | ___issue(s) | = | or | 1 year/4 issues | \$ 551 |
| Bus. Card 3.5 w x 2 h | \$ 84 x | ___issue(s) | = | or | 1 year/4 issues | \$ 278 |

***One-year contract fee is invoiced upfront & requires one-time payment at the beginning of the ad cycle.**

| | | | |
|---|-------------------------------|-------------------------------------|--------------------------------|
| Indicate your form of ad payment. Please check one: | <input type="checkbox"/> Visa | <input type="checkbox"/> MasterCard | <input type="checkbox"/> Check |
| Card # | | | |
| Signature | Expir. Date | CVV | |

Checks payable to: Forest Hills Community Enrichment, 660 Forest Hill Ave. SE, Grand Rapids, MI 49546.
If you have any questions, please contact Forest Hills Community Enrichment at 616-493-8950.

Forest Hills Community Enrichment **Advertising Requirements**

Community Enrichment Catalog:

- For the *Catalog*, please submit your ad as a high-resolution (300 dpi or higher) PDF. The other acceptable file format is Adobe Illustrator (.ai or .eps).
- If you're submitting a color ad, the color mode must be CMYK. Black and white advertisements must be submitted in grayscale Mode.
- All fonts used in the advertisement must be embedded in the PDF (default setting). If submitting an Adobe Illustrator file (either .ai or .eps), fonts must be converted to outlines first before file saving and submitting.
- Advertisements must follow the dimensions for your selected ad size. If your ad includes a perimeter border of any stroke width, it must be set to be inside these dimensions. FYI: When the class catalog is printed, each page is slightly shrunk (dimensionally) to fit optimally on the printer's web presses.
- The class catalog is printed on moderate-quality newsprint paper on a web press. If you are concerned about how a photo's exposure will look when printed (eg. too dark from dot gain), plan to set the proper destination space profile for your photo(s) in Photoshop, or other image-editing software. Your PDF should include these destination space profiles.
- Please note that we **cannot accept** certain ad formats. Do not send ad submissions in MS Word, MS Publisher, documents, and low-resolution JPG documents.

Encore Programs Guide:

- jpg or pdf format accepted
- Please do not send ad submissions in MS Word, MS Publisher, documents, and low-resolution JPG documents
- *Encore* offers a black-and-white option only

Questions? Please contact Forest Hills Community Enrichment at 616-493-8950.

Forest Hills Community Enrichment **Advertising Deadlines**

Community Enrichment Catalog (three times per year)

| <u>Season</u> | <u>Distribution Date</u> | <u>Deadline for Ads</u> |
|---------------|--------------------------|-------------------------|
| Spring/Summer | March | February 1 |
| Fall | August | July 1 |
| Winter | December | October 1 |

Encore Programs Guide (four times per year)

| <u>Season</u> | <u>Distribution Date</u> | <u>Deadline for Ads</u> |
|---------------|--------------------------|-------------------------|
| Spring | January | December 1 |
| Summer | April | March 1 |
| Fall | July | June 1 |
| Fall | July | September 1 |