

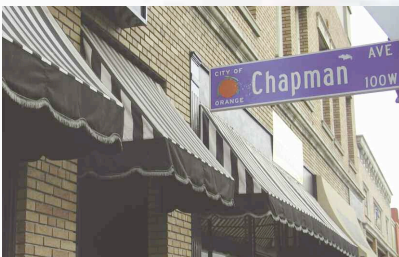
ORANGE MAGAZINE

Orange Magazine is a four color, glossy format business/lifestyle publication distributed to business owners, professionals and residents of the city of Orange, Villa Park, Orange Park Acres, Floral Park and Yorba Linda on a quarterly basis (Spring, Summer, Fall and Winter editions).

With regard to business features, the scope of our editorial encompasses business showcases, industry trend features, entrepreneur profiles and editorial columns written by experts in their respective fields.



In terms of advertising, we offer traditional placement and an editorial/advertising value-package promotion for "pioneer" advertisers (the first in any given category - i.e. insurance, education, finance, etc.) in which the first advertiser in a category is extended an opportunity to become an ongoing editorial contributor as an expert in your respective field. The scope of the editorial contribution would cover topics that would be educational and/or informative for our readership with regard to your industry and would run with author photo, byline and tagline (which includes your company affiliation and contact information).



In the event that there is already an editorial contributor in your category, the other option for editorial placement would be for your business to be showcased in a four-color feature article which would be written by a member of our editorial staff. This would be more of an "advertorial" showcase, which includes your firm's scope of services, company history and evolution, etc.

Finally, if you have any short "notice" items or upcoming events you wish to publicize, we accept press releases or information via e-mail which we will publish at no charge in either our "Calendar of Events" section or "News & Notes" section on a space-available basis.

If you have any questions regarding our publication, or would like to schedule a meeting to discuss the editorial/advertising opportunities, please don't hesitate to contact us by phone or e-mail.

editorial departments

Our editorial content of business features encompasses business showcases, industry trends, entrepreneur profiles and editorial columns written by experts in their respective fields. The lifestyle section highlights upcoming city events, recreational opportunities, domestic and international travel destinations, dining and entertainment.

Business

Finance: Tax issues, retirement, estate planning and more

Insurance: Life, employment, auto, car, health

Marketing: Tips and tricks to building brand awareness

Public Relations: Effective communications strategies to help grow your business

Entrepreneur Profiles: Industry leaders

Business Showcases

Law & legislation: Family, Business, Real Estate and more

Lifestyle

Health & Wellness: Expert advice on nutrition and fitness

Artists and Entertainers: Profiles of interesting local icons

Local Events: Activities, civic outings, recreational opportunities

Travel: Local, domestic and international destinations

Dining: Tastes and experiences from local eateries

Recreation: Hobbies, Sports, Entertainment

House & Home: Home Improvement, Real Estate, Household Repairs, Interior Design

Retail: Local merchants, latest fashions, hot trends

Community

Education: Popular programs, new course offerings

Not-for-profit Organizations: Good works in the community

News & Notes: Informative briefs of interest, hirings, new services, etc.

distribution information

Our audience is comprised of residents, business owners and professionals in the City of Orange, Orange Park Acres, Villa Park, Santa Ana's Floral Park, Tustin's Lemon Heights, Cowan Heights and Yorba Linda. Each quarterly issue of **Orange Magazine** is also direct mailed to the entire Orange Chamber of Commerce membership, are distributed in local business parks and are available at stand locations specifically selected for its high volume foot traffic, including restaurants, coffee houses, retail operations, medical offices, day spas and more.

Orange Magazine is also a media sponsor of numerous civic and charitable organization events and the publication will be distributed to attendees at these events.

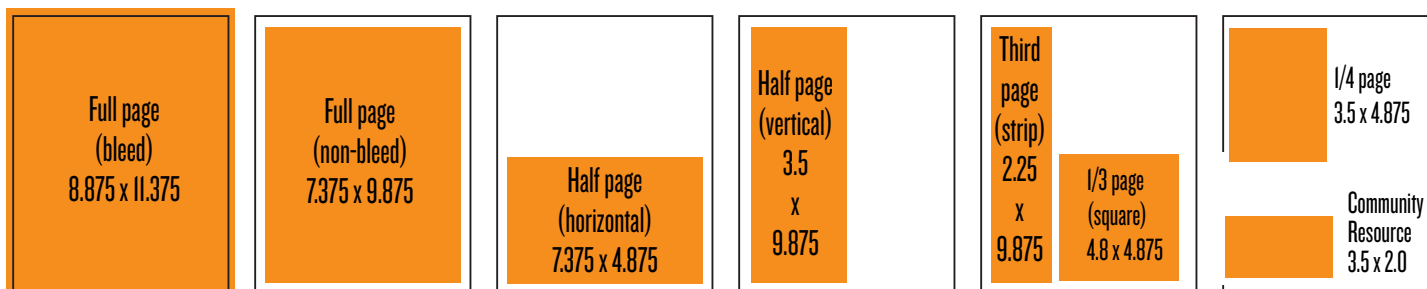
advertising rates

	Open	2x	3x	4x
Full Page	\$1,825	\$1,515	\$1,340	\$1,275
Half Page	\$1,095	\$915	\$815	\$775
Third Page	\$950	\$795	\$710	\$680
Quarter Page	\$770	\$610	\$575	\$540
Community Resource	Only offered on annual contract			\$250
Back Cover	\$2,150	\$1,780	\$1,575	\$1,495
Inside Front Cover	\$1,975	\$1,640	\$1,450	\$1,375
Inside Back Cover	\$1,900	\$1,575	\$1,395	\$1,325

Rates are based on submission of a high resolution PDF with the proper specs (see below). Ad design services are also available. Call for details.

page specifications

live image area: 7.375 x 9.875 trim size: 8.375 x 10.875 bleed size: 8.875 x 11.375 (all measurements are in inches)



- All ads must be submitted as a high resolution PDF with CMYK color space and embedded fonts.
- A hard copy of each ad must be included with the digital file.
- **Orange Magazine** is produced digitally on the Macintosh platform.
- Additional charges may apply to all ads and materials that do not meet **Orange Magazine** specifications.