



Advertising July 2025- June 2026

Ad space is available for purchase in the Watertown-Mayer Community Education Catalog and in the E-Newsletter. Approval of marketing ads is at the discretion of the WM Community Education Director with assistance from the WM Community Education Advisory Council. Preference is given to Partners of WM Community Education as well businesses or organizations geared towards working with youth or community.

PRINTED BROCHURE

Approximately 10,000 catalogs are printed in full color and mailed to homes in Watertown, Mayer and surrounding communities three times per year. *Ad should be sent Am*

1. Fall (September-December)
Content Deadline- Mid May / Delivered to homes- Mid July
2. Winter/Spring (January-May)
Content Deadline- Early October / Delivered to homes- Mid November
3. Summer (May-August)
Content Deadline- Early February / Delivered to homes- Mid March

ELECTRONIC NEWSLETTER (Bi-Weekly)

The WM Community Education electronic newsletter is sent to approximately 6000 community education participant emails typically the 2nd & 4th Monday using Smore each month. The email mailing list is updated with each registration season. *Ad should be sent in JPEG or PNG format and received by 1st or 3rd Thursday each month to be included.*

FEE & SPECIFICATIONS

Size	At least 300 dpi JPEG, EPS, PS	Pricing
½ Page (½ column)	2.2" wide x 4.5" tall	\$135 per brochure
¼ page	4.55" wide x 3" tall	\$150 per brochure
⅓ page	7" wide x 4.5" tall 2.2" wide x 9.25 tall	\$180 per brochure
½ page	4.55" wide x 6" tall Or 7" wide x 4.5" tall	\$210 per brochure
Full page	7" wide x 9.25" tall	\$260 per brochure
E-Newsletter	800 * 455 JPG or PNG	\$50 per email

Please submit to:

Amy Dimmler - WM Director of Community Education
952-955-0282 / amy.dimmler@wm.k12.mn.us



Marketing Ad Submission

Contact Information

Organization _____

Contact Name _____

Phone _____

Email _____

Address _____

Ad Information

Fall Brochure

Winter/Spring

Summer

E-Newsletter # of Issues _____ Dates: _____

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Ad requests should be submitted by the deadline date in the indicated format to

Amy Dimmler - WM Director of Community Education

952-955-0282 / amy.dimmler@wm.k12.mn.us