

Catalog Advertising Rate Sheet

Full-color print advertising reaching local households and community members

Catalog Distribution & Value

3 issues per year Fall, Winter/Spring, and Summer	11,000+ copies Recent print runs/distribution per issue	Community-wide visibility Trusted district program catalog
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Publication timing: Ad space is available in the Fall, Winter/Spring, and Summer catalogs. All advertising is subject to Community Education approval and final placement.

Catalog	Published	Program/Activity Season
Fall	Late July	September-December
Winter/Spring	Late November	January-April
Summer	Late March	May-August

Print Catalog Advertising Rates

Ad Size	Dimensions	Rate Per Catalog	3-Issue Package
1/6 page	2.2" wide x 4.5" tall	\$100	\$270
1/4 page	4.55" wide x 3" tall	\$135	\$365
1/3 page	7" wide x 4.5" tall OR 2.2" wide x 9.25" tall	\$160	\$430
1/2 page	4.55" wide x 6" tall OR 7" wide x 4.5" tall	\$220	\$595
Full page	7" wide x 9.25" tall	\$375	\$1,000

Artwork Specifications & Notes

File requirements

- At least 300 dpi
- High-resolution JPG, PNG, PDF, or EPS preferred
- Ads are printed in full color
- Final placement determined by Community Education

Package notes

- Rates are for paid outside advertising placements.
- Three-issue packages must be arranged before the first issue runs.
- Space is limited and accepted based on availability and fit.
- E-newsletter advertising is not available at this time.

To reserve space or submit ad materials:

Watertown-Mayer Community Education | 952-955-0280 |
wmcommunityed@wm.k12.mn.us