

# élan

MAGAZINE

energy, style, and enthusiasm  
on the shoreline



The only women focused magazine on the shoreline.

15,000 Readership

(13,000 mailed, 2,000 at drop locations)

Household Income of \$200,000 or more

**4** THEMED  
ISSUES **GREEN**  
**ARTS**  
**FOOD**  
**FIT**

Each Ad Purchase Includes a  
Search-Optimized Digital Ad

#### Covering the Towns of:

Woodbridge, Hamden,  
New Haven, North Haven,  
East Haven, Branford,  
North Branford, Northford,  
Durham, Guilford, Madison,  
Killingworth, Clinton, Westbrook,  
Old Saybrook, Essex, Chester,  
Deep River, Ivoryton, Centerbrook,  
Old Lyme, East Lyme

## MEDIAKit 2020

### WELCOME TO THE NEW ÉLAN.

Starting with the first issue of 2020, you'll see a new élan. As the magazine and our market have evolved, it became obvious that we really needed a women-focused magazine. We all know that women are important decision makers in business and at home, but they are also the driving force behind so much local innovation and change. That's when we realized élan was the right vehicle to tell those stories – because how they do it is what makes up élan – energy, style, and enthusiasm.

Through the year, you'll see issues focused on themes of green, arts, food, and fit. That doesn't mean the green issue will be all about recycling – it may highlight women who are directing change for our environmental landscape, perhaps creating sustainable products, or making extraordinary efforts that happen to coincide with ecological responsibility. Our readers will get a behind the scenes look at what they may not know about the shoreline art world and they'll get a better taste of why the area has become such a food mecca! And to round out the year, they'll be greeted by local innovators in our fit issue as they enjoy the holidays while making their plans for New Year's resolutions.

#### PRICING

##### DOUBLE TRUCK

One Issue: \$2,674 Per Issue

##### BACK COVER (FULL PAGE)

One Issue: \$2,275 Per Issue

##### INSIDE COVERS (FULL PAGE)

One Issue: \$1,774 Per Issue

##### PAGE 3 (FULL PAGE)

One Issue: \$1,774 Per Issue

##### FULL PAGE

One Issue: \$1,574 Per Issue

##### HALF PAGE

One Issue: \$874 Per Issue

##### QUARTER PAGE

One Issue: \$600 Per Issue

### BUY ALL 4 FOR 25% OFF EACH

#### PRODUCTION SCHEDULE:

##### SPRING

Deadline: January 31, 2020

Published: Late March

##### SUMMER

Deadline: May 1, 2020

Published: Late June

##### FALL

Deadline: July 24, 2020

Published: Mid-September

##### WINTER

Deadline: October 16, 2020

Published: Early December

# élan 2020 Advertising Agreement

SPRING | SUMMER | FALL | WINTER

Size of Ad: \_\_\_\_\_ Premium Position: \_\_\_\_\_

Total Agreement Cost: \$ \_\_\_\_\_

All ads must be pre-paid, unless advertiser has a current credit application on file and an account in good standing with Shore Publishing Newspapers.

## Ad Dimensions

**BACK PAGE**  
Bleed  
IMAGE AREA 8" x 8"  
TRIM 8.5" x 8"  
BLEED 9" x 8.5"

**FULL PAGE**  
Non Bleed  
IMAGE AREA 7.875" x 9.9"  
Bleed  
TRIM 8.5" x 10.875"  
BLEED 9" x 11.5"  
IMAGE AREA 8" x 10.5"

**DOUBLE TRUCK**  
Non Bleed  
17" x 11"  
Bleed  
TRIM 17" x 11"  
BLEED 17.5" x 11.5"  
IMAGE AREA 16.5" x 10.5"

**HALF PAGE**  
7.875" x 4.8" or 3.8" x 9.9"  
**QUARTER PAGE**  
(3.8" x 4.8")

**Account Information & Credit Application** : Must be completed and signed before advertising will be published

Business Name \_\_\_\_\_ Date \_\_\_\_\_  
LLC Name (if different than DBA) \_\_\_\_\_ Business Federal ID# \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Business Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Phone # \_\_\_\_\_ Cell Phone # \_\_\_\_\_  
Email \_\_\_\_\_

## Credit Card Information

VISA  MASTERCARD  DISCOVER (AMEX not accepted)

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ CVC \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Statement Address (if different than business) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

## Terms, Conditions and Guarantee

It is hereby agreed that Shore Publishing is authorized to charge to my account all purchases that I or anyone authorized by me make on my account. In consideration of Shore Publishing, LLC extending credit privileges, the receipt of which is hereby acknowledged to above named business, and for value received, I/we jointly and severally, in an individual capacity and not as an agent for said firm, hereby personally guarantee the payment of any balance due Shore Publishing, LLC on default by said firm and without requiring it to proceed against said firm. It is agreed that all charges not paid by the end of each month following publication are subject to a period finance charge of 1-1/2 % per month. In the event of default in payment by said firm it is agreed that the undersigned shall pay any amounts due including all collection and court costs, including reasonable attorney's fees. It is understood that this is a continuing guarantee unless terminated in writing, via certified mail to Shore Publishing, LLC, by the undersigned. Said termination shall be prospective in effect only and shall remain in effect with regards to any balance incurred prior to the date of termination. Notice of acceptance of this guarantee and notice of transactions under this guarantee are waived. Shore Publishing, LLC is authorized to obtain credit information pertaining to the undersigned and if an account relationship is formed the undersign authorizes Shore Publishing, LLC to disclose credit information pertaining to the undersigned. Payment is due prior to publication unless specific arrangements are made at our business office. This Contract is to be signed by the owner, officer or such person legally designated by the power-of-attorney for the advertiser. Advertiser can increase ad size or number of papers at any time at same discount level.

Guarantor Printed Name \_\_\_\_\_ Guarantor Signature \_\_\_\_\_

I, the guarantor, authorize Shore Publishing, LLC to process payments through the credit card listed, as long as ads are authorized. The parties hereto, intending to be legally bound, execute this contract.

Marketing Representative \_\_\_\_\_ Date \_\_\_\_\_

Account Number (office use only) \_\_\_\_\_ Ad Director Signature \_\_\_\_\_